

S H E N A N D O A H
Apple Blossom Festival®



135 North Cameron St. • Winchester, VA 22601-4727 • (540) 662-3863 • fax: (540) 662-7274 • www.thebloom.com

TO: Float Prospects
FROM: Laura Frappollo, Chair, Grand Feature Parade
DATE: November 2017
RE: PROCEDURE FOR 2018 GRAND FEATURE PARADE

Following is the procedure to be followed for float participation in the 2018 Grand Feature Parade, 1:30 p.m. Saturday, May 5, 2018.

- 1.) A completed parade application must be received at the Festival Office, 135 North Cameron Street, no later than April 15th. (March 15th to be included in the Souvenir Program Book)
- 2.) You will be notified immediately upon receipt of the application as to whether or not your float has been accepted.
- 3.) Floats, which have been accepted, will be notified of position in the parade the first part of April 2018.

Please note that according to the rules and regulations children under the age of 6 on the day of the parade will not be permitted to ride on floats. No items of any kind can be handed out or thrown from floats or pulling vehicles, and the number of float riders is limited to 20 per float.

If you are planning to build your float, a Float Builder's Manual, and a price list of decorating materials, are available upon request at the Festival Office. Enclosed is a list of float builders in case you wish to have a professionally built float.

Float participants will be required to provide their own pulling vehicles and drivers. **THE FESTIVAL WILL NOT PROVIDE THIS SERVICE.**

The 2018 Theme of the Shenandoah Apple Blossom Festival® is "Welcome Home!" Welcome home to springtime in the Shenandoah Valley. Welcome home to simpler times and simpler places. Welcome home to the Bloom! The image is of a single, large apple blossom, hand-sketched impressionistically, in vibrant pinks and greens, against a background of swirling, brightly colored lines, reminiscent of foliage or fireworks or the radiating exuberance that emanates from all things Bloom (see cover of brochure). Above the blossom, in an elegant party-invitation script, is "Welcome Home!" At the bottom, in a solidly classical Roman font is "91st Shenandoah Apple Blossom Festival®; April 27 – May 6, 2018; Winchester, Virginia." The Festival sincerely hopes that everyone in the area will host friends and relatives in a Shenandoah Homecoming this spring; and, that we will see this iconic "Welcome Home!" blossom image in every corner of the Bloom Nation.

If you have any questions, please contact the Festival Office, 540-662-3863. We look forward to your participation in the 91st Shenandoah Apple Blossom Festival.

Enclosures
cc: Jeremy Luttrell, Vice-President