

TO: Special Units

FROM: Laura Frappollo, Chair, Grand Feature Parade
Rodney Affleck, Chair, Firefighters' Parade

DATE: December 2018

SUBJECT: PROCEDURE FOR 2019 PARADES

The dates and times for the 2019 parades are:

Firefighters' Parade- Friday, May 3, 2019, 5:30 p.m.
Grand Feature Parade- Saturday, May 4, 2019, 1:30 p.m.

1. A completed parade application must be received in 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 if your unit has been accepted.
3. Accepted units will be notified of parade placement by early April 2019.

Please note that the application process is not an automatic acceptance. Applications will be judged on the basis of entertainment value and incomplete applications will not be considered by the Parade Committee.

According to the rules and regulations children under the age of 8 years on the day of the parade are not permitted to march in either parade and must be 6 years of age on the day of the parade to ride in the parades.

Motorized units must provide a sketch of each routine they will perform in the parade.

The 2019 Theme of the Shenandoah Apple Blossom Festival ® is "It's Bloom Time!" The background of the official artwork depicts a gorgeous purple and gold sunset, spread out above a darkened and forested Frederick County ridge. It is springtime; and, a flock of geese are flying across the sunset into the Shenandoah Valley. Superimposed over the sunset is the golden face of a classic clock dial, marked with Roman numerals. In the middle of the clock face is the superimposition of a doorway or portal that magically takes the eye back several hours to the sunny afternoon that preceded the sunset. We are now in an apple orchard, in full bloom, under a sunny, blue sky filled with puffy, white clouds. As if by magic, the orchard spills enthusiastically out of the portal and across the sunset, signifying that, afternoon or evening, day or night, figuratively or literally: It's Winchester, Virginia; it's April 26th through May 5th, 2019; it's the 92nd Shenandoah Apple Blossom Festival®; and, "It's Bloom Time!"

If you have any questions, please call the Festival Office at (540) 662-3863.

Enclosures
cc: Jeremy Luttrell, Vice President