

TO: Float Prospects
FROM: Laura Frappollo, Chair, Grand Feature Parade
DATE: November 2018
RE: PROCEDURE FOR 2019 GRAND FEATURE PARADE

Following is the procedure to be followed for float participation in the 2019 Grand Feature Parade, 1:30 p.m. Saturday, May 4, 2019.

- 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 2019.

Please note that according to the rules and regulations children under the age of 6 on the day of the event are 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 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 contact the Festival Office, 540-662-3863. We look forward to your participation in the 92nd Shenandoah Apple Blossom Festival®.

Enclosures
cc: Jeremy Luttrell, Vice-President