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Contact: Sam Black, 757-452-6598, sblack@downtownnorfolk.org

The 36th Annual Grand Illumination Parade, presented by S.L. Nusbaum Realty Company and Wells Fargo Center, Brings the Holiday Magic Back to Downtown Norfolk on November 19

NORFOLK, Va. – (November 2022) – The 36th Annual Grand Illumination Parade returns for the first time since 2019 to bring the holiday magic back to Downtown Norfolk on November 19 at 7pm in Downtown Norfolk. The parade, presented by [S.L. Nusbaum Realty Company](#) and [Wells Fargo Center](#), and with support from the [City of Norfolk](#), starts at the corner of St. Paul's Blvd. and Main Street and follows a two-mile course. The theme "Holiday Magic" will come alive through marching bands, animal brigades, motorized units, walking units and floats. The parade is free and open to the public. The finale, per tradition, brings Santa to Downtown on a spectacular float.

The Grand Illumination Parade is the official kick off to the holiday season and brings thousands of spectators to Downtown Norfolk to experience its beauty, magic, and lights. The parade immediately follows the Grand Illumination that lights up the Downtown skyline at 7pm. The lights will continue to adorn Downtown Norfolk throughout the holidays.

"We've produced the region's ultimate holiday parade for 35 years and are so thrilled to be bringing it back this year. We are proud of and thankful for the hundreds of volunteers and participants who bring their creativity and energy to Downtown each year for this special event," said Mary Miller, president and CEO of Downtown Norfolk Council. "It is especially heartwarming to see so many families return year after year as a beloved tradition."

The Grand Illumination Parade will also be streamed on Facebook Live @ [DowntownNorfolk](#) on November 19 at 7pm. Viewers can enjoy the splendor of the parade along with colorful commentary and the ability to interact with host in real time. If you don't have Facebook, you can still watch live on your laptop or desktop at [DowntownNorfolk.org](#). The Facebook Live broadcast will be available after the parade on [Facebook](#).

The Grand Illumination Parade won a Merit Award from the [International Downtown Association](#) and has been featured as a Southeast Tourism Top 20 Event multiple times.

Parade Tips & Extras:

Come Early and Enjoy the Fun

Spectators are encouraged to arrive before 5 pm to avoid traffic. There's plenty to do for the whole family including WinterFest on the Wisconsin at Nauticus, the first night of the week-long [8th Annual Great Hot Cocoa War](#), three new holiday Augmented Reality photo ops, the new [Elf Door Discovery scavenger hunt](#), and plenty of [shopping](#) and [dining](#) options. Various pre-parade entertainment options will also be available on the parade route starting at 5:30 pm.

Special Event Parking Prices

Early bird parking rates of \$3 are available from 5am until 5pm in most city garages. All city garages, including MacArthur Center, are collect-on-entry and accept CASH or CREDIT. Dominion Tower Garage will be \$5 COE from 3pm – 6pm; hourly rates will apply during all other hours. Waterside Garage will be \$10 COE from 5pm – close. For all garage locations click [here](#).

The Grand Illumination Parade, produced by Downtown Norfolk Council, kicks off the annual Holidays in the City celebrations in Downtown Norfolk. It's a magical time to visit with holiday music, festive lights and decorations and special creations at nearby restaurants. Holiday placemaking displays adorn Downtown in addition to doorways and windows of shops and hotels. For a complete list of activities and events, visit [DowntownNorfolk.org](#).

Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive, and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 50-block special services district with enhanced services that keep Downtown friendly, safe, and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit [DowntownNorfolk.org](#).

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