



Magic on Main Street's top float entry wins \$1,300 for local not-for-profit

(Penticton, BC – Dec. 5, 2023) – This year's grand prize for the best Santa Claus Parade entry goes to the 'Whoville' float, created by the Penticton & Wine Country Chamber of Commerce and partnering businesses.

"We were blown away by the creativity and energy that went into decorating the floats, as well as the participation by each of the businesses and organizations involved," says Jeff Plant, the City's Sport and Event Supervisor. "Community spirit was running high during the Magic on Main Street event and we look forward to see what surprises next year's event will hold."

Honourable mentions for best entry goes to the City of Penticton's Grinch Linesmen and Specsavers.

The prize funds are collected from the total parade registration revenues and are donated to the winning float's charity of choice. The Chamber and its partners have selected to donate the \$1,300 prize to Penticton Safety Village.

The 'Whoville' float was created in partnership and collaboration with support from many local businesses, including Badgirl Branding, who is showcasing Whoville at the Penticton Safety Village in December (more details at whovillepenticton.com).

This year's parade included 68 entries and attracted thousands of spectators, who lined Main Street and filled Gyro Park for the official light up.

The festive lights – including the new 170-foot light tunnel – will be turned on nightly until late January, running from dusk until midnight.

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Media Contact:

250-490-2339

communications@penticton.ca