

Town of West Hartford

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FOR IMMEDIATE RELEASE

Come to the 20th Park Road Parade on Saturday, October 6, 2018

WEST HARTFORD, CONN. (September 27, 2018) – Bring the whole family to the 20th annual Park Road Parade on Saturday, October 6, 2018. The one-hour parade steps off at 10:30 AM, at Ringgold Street and ends at South Quaker Lane.

Over 70 contingents are expected to march in this year's parade. The parade features bands, clowns, dancers, floats, dogs of all shapes and sizes, antique cars, color guards, businesses, civic and cultural organizations and town and state officials. Each year the parade draws over 7,000 people to Park Road neighborhood.

A parade would not be complete without music. The 2018 Park Road Parade will feature the University of Hartford's Brazilian Samba Band, Hall High School 9th Grade and King Phillip Middle School 8th Grade combined band, Connecticut Valley Field Music, Hartford Magnet Trinity College Academy Golden Phoenix, Hartford Hot Several Brass Band, Sphinx Shriner Brass Band, Manchester Regional Police & Fire Pipe Band, Windsor Fife & Drum, Colchester Fife & Drum, Rob the Drummer, False Alarmers of the Sphinx Shriners and The Boys of Wexford.

Awards are given each year to Best Float, Best Overall Performance, Best Costume, Best Musical Performance, and Best Community Spirit. Darlene Zoller and Sean Harris from Playhouse on Park will be judging and emceeing the parade. West Hartford Community TV will be airing the parade live on Comcast Channel 5.

The fun continues after the parade at Effie's Restaurant, 91 Park Road, where The Boys of Wexford will be singing Irish songs, sea shanties and folk music.

The Playhouse on Park, 244 Park Road, will be giving away free popcorn on their patio.

A parade of this magnitude involves a lot of volunteers and sponsors. A big "thank you" goes out to all of them. The 2018 sponsors are Effie's Place Family Restaurant, LAZ Parking, Udolf Properties, Webster Bank, Fresh Ink and Sparkle West, LLC (Mr. Sparkle), Open Arms Christian Ministries, West Hartford Travel Basketball, Joey's Pizza Pie, Body & Sole Day Spa, Shop Rite, West Hartford Police Association, Simsbury Bank, Fuller Yoga, Zest 280, Ringgold Crescent Partners, and Nutmeg State Financial Credit Union.

Handicap parking is available at 120 Park Road. Spectator parking is located on Richard, Crosby, Gillette and Ringgold Streets and Oakwood Avenue (south of Crosby Street). There is also ample parking on the arterial streets north of Boulevard between South Highland and South Quaker. Public restrooms are located at Effie's Restaurant, 91 Park Road, A.C. Petersen Restaurant, 240 Park Road, Playhouse on Park, 244 Park Road, and Three Ladies Antiques, 328 Park Road.

For more information, please call Renée McCue at 860-561-7521 or Tony Landino at 860-966-4582, or visit www.ParkRoadCT.com/events and [Like Us on Facebook!](#)

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Parade Days Specials & Discounts

PARADE DAYS DISCOUNT CARD

Take advantage of 20% discounts (in honor of our 20th year!) and special offers with the purchase of our Parade Days discount card for only \$20. The special offer runs October 1-6, 2018 and is valid at participating restaurants and businesses, see below. Go to <http://www.parkroadct.com/park-road-parade-card>.

HAPPY HOUR AT PARK & OAK, 14 OAKWOOD AVENUE

Kick off Parade weekend on Thursday, Oct. 4th from 4:00-7:00 PM and enjoy handcrafted cocktails and delicious appetizers all at a discounted price.

FACE PAINTING AT ZEST 280, 280 PARK ROAD

Come in on Parade Day and have the kids get their face painted for free!!!

SEW A COMMUNITY QUILT AT HARTFORD STITCH, 298 PARK ROAD

Come and sew together fabric scraps to add to our community quilt! No previous sewing experience is necessary. We'll teach you how to use a sewing machine and then you can dig into our fabric scraps to sew together a quilt square. Squares will later be assembled into a quilt and donated within the community. Kids and adults are welcome (kids must be with a parent)!

HAIR FLAIR AT A STRAND A HEAD, 100 PARK ROAD UNIT D

Stop by 100D Park Road on Parade Day for a complimentary hair feather or a splash of spray color for your child!

The salon will also have a social media raffle for 'Liking' their Facebook page - including a bag of goodies to make your hair happy. In the spirit of the parade's 20th year, the salon will have a special offer for new clients who book an appointment on parade day, October 6. First-time clients can choose from a \$20 haircut, a \$20 wash and blowout, or \$20 off any chemical services.

BREAKFAST AT PLAN B, 138 PARK ROAD

Start Parade Day off right! Plan B Burger Bar, 138 Park Road, is offering a Parade Day breakfast special starting at 9AM.

OPEN HOUSE AT ESSENTIAL HEALTH, 74 PARK ROAD

Essential Health (formerly TFC Health Foods and Talcott Family Chiropractic in Farmington) is now open at 74 Park Rd. and will be holding an Open House in conjunction with the Park Road Parade on Saturday, Oct. 6th. There will also be discounts. Visit the website for more details.

BREAKFAST AND LUNCH AT EFFIE'S PLACE, 91 PARK ROAD

Come have breakfast and stay for the parade or stop by after for breakfast or lunch. We will have lots of board specials and mimosa's too! Our patio will be open and is a great spot to watch parade kick off.

BOTTLE AND CAN DRIVE AT SHOP RITE

Recycle your bottles at ShopRite, 46 Kane Street, and donate those nickels by selecting "Park Road Parade" on the machine. This special fundraising event will run through the end of October!

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