

Town of West Hartford

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FOR IMMEDIATE RELEASE

Come to the 21st Park Road Parade on Saturday, October 5, 2019

WEST HARTFORD, CONN. (September 25, 2019) – Bring the whole family to the 21st annual Park Road Parade on Saturday, October 5, 2019. 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, 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.

Music is a big component of the parade. The 2019 Park Road Parade will feature the University of Hartford's Brazilian Samba Band, Conard High School 9th Grade and Bristow Middle School 8th Grade combined band, Connecticut Valley Field Music, Hartford Hot Several Brass Band, Sphinx Shriner Brass Band, Manchester Regional Police & Fire Pipe Band, Windsor Fife & Drum, Sailing Masters of 1812, 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.

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A parade of this magnitude involves a lot of volunteers and sponsors. A big “thank you” goes out to all of them. The 2019 sponsors are Effie's Place Family Restaurant, LAZ Parking, Open Arms Christian Ministries, AT&T, Shop Rite, Nutmeg State Financial Credit Union, West Hartford Travel Basketball, West Hartford Police Association, Joey's Pizza Pie, Mr. Sparkle Car Wash, Pond House Café, Body & Sole Day Spa, Turnpike Motors Autobody, Coursey & Coursey Public Affairs Communications, Essence Health, Molloy Funeral Home, Liberty Bank, Lovely Real Estate dba Newport Realty Group, Northwestern Mutual, Udolf Properties, and United Bank.

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 Specials follow on next page)

2019 Parade Days Specials & Discounts

BREAKFAST AT PLAN B, 138 PARK ROAD

Starting at 10:00 AM, Plan B Burger will have bacon, egg & cheese breakfast sandwiches and coffee for \$5 out on the patio. We will also be opening for full service at 11:00 AM. Any volunteers or participants in the parade will be given a 20% discount on their food.

THE WHITE RABBIT, 214 PARK ROAD

The White Rabbit Antiques will have 25%-50% off all clothing, shoes and accessories sale on the parade day.

PARK ROAD CAR WASH, 48 PARK ROAD

Save 50% on any tunnel car wash at the Park Road Car Wash when you mention you watched the parade! Saturday, October 5 only.

PLAYHOUSE ON PARK, 244 PARK ROAD

Free popcorn during and after the parade. Also, stop by between 12:00 PM and 1:00 PM (after the parade) and purchase tickets for the 2:00 PM or 8:00 PM performance of *Nonsense* for only \$10 (cash only; while seats are available).

PACHANGA EMPANADAS ARGENTINA, 280 PARK ROAD

Pachanga will be open during and after the parade. The restaurant is also offering "10% off your next visit" coupons, while supplies last.

A STRAND A HEAD, 100 PARK ROAD UNIT D

Stop by 100D Park Road on Parade Day and take part in our Under the Sea Social Media Contest. Let us 'sea' your selfie posts with one of our under the sea characters in the parade and you will have a chance to win a \$50 Gift Card, see instructions below.

In addition, we are offering a Park Road Parade special to new clients during the month of October. In celebration of the 21st parade, we are offering \$21 haircuts and \$21 wash & blowouts! (Appointments are required and limited.)

Here's how to enter the Selfie contest!

- 1) take a selfie with one of our characters at any time on the parade day.
- 2) Post on Facebook, Instagram and/or Snapchat.
- 3) Tag @astrandahead @parkroadparade #astrandahead #parkroadparade

EFFIE'S PLACE, 91 PARK ROAD

Come have breakfast and stay to watch the parade or stop by after and have lunch. Our patio will be open and is a great spot to watch the parade kick off. Effie's opens at 6:30 AM. A special 20% discount is offered to parade volunteers before and after parade.

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FABULOUS BOHEMIAN FALL POP-UP FESTIVAL, 10/4 & 10/5

Family fun is on tap for the [Fabulous Bohemian Fall Pop-Up Festival](#) on Friday, October 4, 5:00-7:00 PM, and Saturday, October 5, 9:00 AM-6:00 PM. The festival takes place corner of Park Road and Washington Circle, next to A. C. Petersen Farms Restaurant.

Friday, October 4, 5:00-7:00 PM

Pre-event party with booth and gallery sales. Live DJ music. Chair Massage, Selfie Station.

Saturday, October 5, 9:00 AM-6:00 PM

Bouncy house for the kids, ice cream next door at A.C. Petersen's Restaurant, craft vendors, vintage clothing and objet d'art, art gallery, food trucks, face painting and henna painting, chair massages and wellness demos, DJ and live music, treasure hunt, <https://westhartford.seamlessdocs.com/f/Banner> and an apple pie eating contest at 5PM! Teams of five contestants compete for the title of fastest pie eater. [Click here to register and details](#). Deadline to register is October 3, at 4:00 PM.

10% of proceeds from the Gallery Tent art sale will go to the Park Road Association. Bounce house donations will go to Hands ON Hartford to support their food and housing initiatives.

For more information on this event, email festiegurl@gmail.com.

BOTTLE & CAN DRIVE at SHOP RITE, 46 KANE STREET

Recycle your bottles and cans at ShopRite, 46 Kane Street, and donate those nickels by selecting "Park Road Parade" as the beneficiary. Every nickel adds up to a significant donation at the end of the two-month period. Donations help offset the expenses of the Park Road Parade, a volunteer-driven event now in its 21st year. This special fundraising event will run through the end of October!

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