



GREATER WILLIAMSBURG
BUSINESS COUNCIL

2020 CHRISTMAS PARADE AND SANTA SIGHTING

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MEDIA INQUIRIES – AMANDA TERRELL, 757-253-2310

GENERAL INQUIRIES – 757-229-6511

Williamsburg, VA — The Greater Williamsburg Business Council will be cancelling the 2020 Greater Williamsburg Christmas Parade due to the COVID-19 Pandemic.

“For the safety of spectators, volunteers, and participants, we feel that it is necessary to cancel this year’s Christmas Parade,” says Terry Banez, CEO of the Greater Williamsburg Business Council. “This is not what any of us would have wanted, so we delayed making the decision until we were certain that we could not move forward.”

“The cancellation of this annual event is a reminder that COVID-19 continues to be a threat to our community,” noted Andrew Trivette, City Manager. “I applaud the Business Council for their efforts to find alternative ways to celebrate this year.”

The Greater Williamsburg Christmas Parade has been an endearing local tradition since 1965. “This tradition,” says Julie Summs, Chair of the Board of Directors of the Greater Williamsburg Business Council, “will be back in 2021 bigger and better than ever.”

In light of this cancellation, the Business Council is excited to host a Santa Sighting drive-by community event on December 5, 2020 from 8 to 11 AM.

Santa and Mrs. Claus will kick off the holiday season on the Williamsburg Community Building lawn as families drive by to welcome Santa to town. Vehicles will enter from North Henry Street exiting onto North Boundary





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Street. Children are also encouraged to bring their letters to Santa for a safe, drop-off with the elves.

Following the drive-by event, City of Williamsburg Mayor Doug Pons will be welcoming Santa to town on [Facebook Live](#) at 12 PM. Santa will share a message with the community and read a classic holiday story for the family.