



GREATER WILLIAMSBURG
CHAMBER OF COMMERCE

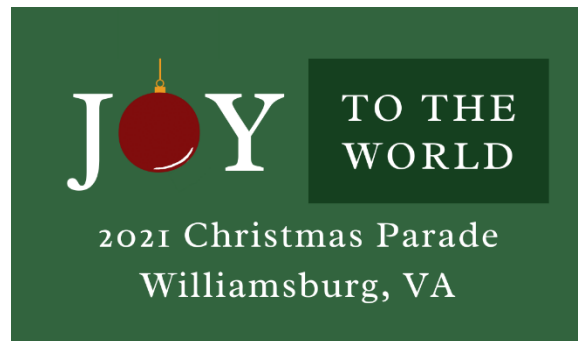
2021 CHRISTMAS PARADE REVEAL: JOY TO THE WORLD ON DECEMBER 5TH

SEPTEMBER 20, 2021

MEDIA INQUIRIES - [AMANDA TERRELL](#)

Williamsburg, VA — The Greater Williamsburg Chamber of Commerce is thrilled to announce that the **2021 Christmas Parade** will be held on **Sunday, December 5th at 5 PM.**

An endearing local tradition since 1965, the Christmas Parade ushers in the holiday season with festive floats, live performances, and a special visit from Santa himself.



This year's theme, **Joy to the World**, reminds us that there are so many reasons to celebrate—coming together as a community being one of them.

“The Christmas Parade has a unique way of bringing together the families, businesses, and civic organizations that make our community special,” stated Terry Banez, CEO of the Greater Williamsburg Chamber of Commerce. “After pivoting the 2020 Parade to a [drive-thru Santa Sighting](#), we look forward to returning to the beloved Community Parade.”

Now beginning at 5 PM, the Chamber encourages participants to decorate floats with holiday lights and spectators to adorn light-up accessories.

Parade unit applications are [available online](#) beginning Monday, September 20th. Float check-in will be located by the Kaplan Arena with the parade beginning at the intersection of Brooks Street and Richmond Road. Parental escorts may meet youth parade units at the end of the route in the Colonial Williamsburg Employee Parking Lot 44. [View a full parade route.](#)

To **[become a Sponsor](#)** of the 2021 Christmas Parade, contact [Lauren Moore](#), Director of Events.