



PRESS RELEASE
NELLY BROADCASTING
BIG COUNTRY NEWS CONNECTION
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FOR IMMEDIATE RELEASE

37th ANNUAL LIGHTED CHRISTMAS PARADE REGISTRATION NOW OPEN

The Big Country News 37th Annual Clarkston Lighted Christmas Parade is Saturday, December 2, 2023. The theme for this year's parade is "Believe."

Beginning with this year's parade, the popular LC Valley tradition will be produced and presented by Nelly Broadcasting, LLC and Big Country News Connection, LLC. In prior years, the parade had been produced by the LC Valley Chamber of Commerce. Announcing along the parade route has been handled by Nelly Broadcasting for over a decade.

Parade participants and spectators can expect the same format and presentation as in prior years. "We are pleased to keep this decades-long tradition alive," said Nelly Broadcasting Owner Jim Nelly. "We hope to pickup where the the LC Valley Chamber of Commerce left off. Most will notice little difference, if any, in how things are done."

Registration for parade entries is now open. Organizations and individuals who wish to participate in this year's parade can register online at <https://www.bigcountrynewsconnection.com/parade/>. Deadline to register is November 17.

The parade begins at 4:30 p.m. in downtown Clarkston. Diagonal Street will be closed from 2nd Street to 5th Street from 2:30 p.m. to 6:30 p.m. and 6th Street will be closed from 3:30 p.m. – 6:30 p.m. Parking is not allowed on 6th Street the day of the parade.

Just as it has in recent years, the parade will proceed west to 6th Street (Highway 129). At 6th Street we will head south and go past Chestnut Street and end our parade at Chestnut Street.

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