

**Bradford Times  
Miriam King  
2004**

**Ho Ho Ho Hold the presses, Santa is coming to town on Saturday  
November 19<sup>th</sup> at 6:30 pm.**

**Four years ago a call went out to bring Santa Claus back to Bradford West Gwillimbury and a small group of individuals responded. The group quickly decided that a night-time illuminated parade would bring forth the Christmas spirit in Bradford, and the community has agreed.**

**Over the last 4 years our size and reputation have grown greatly. Last year we had over 60 participants (bands/floats) as well as over 100 characters in costumes walking and most importantly Santa himself.**

**Although everyone enjoys the parade, they do not realize that this parade is funded solely on donations which are generated through several fundraisers throughout the year. At the end of last year we introduced our 'Feed the Deer' campaign by positioning 5 of Santa's Deer throughout the community. We hope to raise monies either through sponsorship of a deer or through the donation boxes located with the deer.**

**Santa's parade has an annual expenditure of approximately \$15,000 – 18,000.00. Without the generous support and donations from the community we will not be able to continue.**

**As you can also imagine, it requires many elves working hard throughout the year to make the magic happen, and currently Santa is understaffed! We need more elves to keep the spirit alive.**

**If you would like to be part of the magic of the parade and see first hand the pure joy it brings to kids both young and old please contact Liz or Jennifer Pegg at 905-775-1578.**