

96th S H E N A N D O A H
Apple Blossom Festival ®
April 28 - May 7, 2023

TO: Special Units

FROM: Laura Frappollo, Chair, Grand Feature Parade
Tabitha Luttrell, Chair, Firefighters' Parade

DATE: December 2022

SUBJECT: PROCEDURE FOR 2022 PARADES

The dates and times for the 2023 parades are:

Firefighters' Parade- Friday, May 5, 2023 5:30 p.m.
Grand Feature Parade- Saturday, May 6, 2023 1:30 p.m.

1. A completed parade application must be received in the Festival Office, 135 North Cameron Street, no later than April 15th. (March 1st to be included in the Souvenir Program Book).
2. You will be notified if you have been accepted or declined, 7-10 business days by mail after application has been received.
3. Accepted units will be notified of parade placement by early April 2023.

Applications are online at www.thebloom.com under Parade Applications. You may fill them out online or print and mail in. Please note that the application process is not an automatic acceptance. Applications will be judged on the basis of entertainment value and incomplete applications will not be considered by the Parade Committee.

According to the rules and regulations children under the age of 8 years on the day of the parade are not permitted to march in either parade and must be 6 years of age on the day of the parade to ride in the parades.

Motorized units must provide a sketch of each routine they will perform in the parade.

The 96th theme is once again designed by the Festival's talented graphic designer, Erik Zimmerman, of White Spider, Inc. In describing the theme design and inspiration, Zimmerman states, "I wanted the artwork for the 96th theme to be as simple and as powerful as the title "Live. Love. Bloom". A clean and bold design, incorporating traditional colors along with a splash of something different to provide complimentary impact and Festival energy. Typically, the logo is a simpler version of the program cover, however this year the logo came first, and they mimic each other almost identically with a strong design. The program cover only shows a slight modification to the logo art, along with a halftone blossoms background for a little depth and flare."

If you have any questions, please call the Festival Office at (540) 662-3863 or email Anne Marie at autz@thebloom.com