

S H E N A N D O A H
Apple Blossom Festival®



135 North Cameron St. • Winchester, VA 22601-4727 • (540) 662-3863 • fax: (540) 662-7274 • www.thebloom.com

TO: Special Units

FROM: Laura Frappollo, Chair, Grand Feature Parade
Paul Lamp, Chair, Firefighters' Parade

DATE: December 2021

SUBJECT: PROCEDURE FOR 2022 PARADES

The dates and times for the 2022 parades are:

Firefighters' Parade- Friday, April 29, 2022 5:30 p.m.
Grand Feature Parade- Saturday April 30, 2022 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 2022.

New for 2022, you will find the applications 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.

Our 95th Festival in 2022 promises the return of fan-favorite events and a more traditional festival. The 95th theme artwork was once again designed by the Festival's talented graphic designer, Erik Zimmerman, of White Spider, Inc. The artwork and its message reflect the grand return of festivalgoer favorites including crowd-filled parades, Queen Shenandoah royalty, popular celebrities, carnival games and delicious food at the midway, and marching bands filling our streets with joyful sounds that resonate the fond message that "Bloomin' Good Times" are back.

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