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## 1<sup>st</sup> Annual Winston-Salem Ambassadors Holiday Parade

Winston-Salem, NC – To ring in the holiday season, the Winston-Salem Ambassadors are holding their 1<sup>st</sup> Annual Holiday Parade. For 32 years the WS Jaycees ran the parade, and the Ambassadors were honored to be hand-picked to take up the mantle.

On Saturday, December 2<sup>nd</sup> at 5 PM, you can expect more than 90 entries including WS Dash's Bolt, marching bands, dancers, the Re/Max Balloon, floats, dogs, and horses, law enforcement vehicles of all kinds, happily decorated vehicles and smiling people, and lots of fun and music, and more!

The Parade begins at the intersection of 4<sup>th</sup> St. and Poplar St. The parade route will head down 4<sup>th</sup> St., turn right on Liberty St., and end at Corpening Plaza where the City's Tree Lighting will commence.

The Ambassadors could not do the Parade without the help of wonderful local businesses, such as the Winston-Salem Dash, the Winston-Salem Theatre Alliance, American Moving and Hauling, Guardian Fueling Technologies, and Gwyn Services, as well as Ambassadors Board members and volunteers, and of course, much help by the City of Winston-Salem.

While the Ambassadors will of course celebrate the most widely known and celebrated holiday, Christmas, (including having Santa), you might notice a few additions and changes this year. The WS Ambassadors want to stress that they are a welcoming organization, and the focus on including Solstice, Hanukkah, Kwanzaa, and Yule in the Parade is a new focus this year. The Ambassadors reached out specifically to local Temples, and Mosques, and made an added effort to make sure the 2sLGBTQIA+ community felt extra welcomed.

This year, the Parade will kick off with a Ribbon Cutting, and journalists and anchors Tanya Rivera and Hannah Jeffries from WFMY News 2 will serve as announcers and commentators for the Parade.

For 2023, actor Burgess Jenkins, an actor with a career spanning over 200 films and television episodes including smash hits "Remember the Titans," "Noelle," Nashville," "One Tree Hill," "The Young and the Restless" and coming soon the new series "Blue Ridge," will serve as Grand Marshal.

Burgess Jenkins has called Winston Salem home since childhood and after 15 years of living in LA he brought his family back to Winston the first chance he could get. When he is not acting, Burgess is the founder and head instructor of Actors Group, a training ground for film actors in Winston and the owner of 'The Remedy' café and bar in the historic West End neighborhood.

All are invited to join the festivities. The Parade starts promptly at 5 pm and will continue rain, shine, snow, or pandemic. Parade details can be found at [WSparade.com](http://WSparade.com).



*The Winston-Salem Ambassadors is a tax-exempt nonprofit (81-4170578), with a mission to make everyone fall in love with WS, help you find what you need from WS, and have you help spread the love of WS to others.*