



For Immediate Release

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Gert Town prepares for 3rd annual WinterFest504

Coats and toys to be collected, families to be adopted prior to community event

December 2, 2024

NEW ORLEANS - The 3rd annual WinterFest504 Community Christmas Parade and Giveaway will take place Saturday, December 21 at 2927-29 Audubon Street in New Orleans. The festivities will begin at 3 p.m. with a parade beginning at the intersection of Fern Street and Forshey Street at 5 p.m.

Leading up to the event, Impact504, a nonprofit organization, is conducting their Coat and Jacket Drive and Adopt-a-Family Program for five families. The organization is also a Toys for Tots partner. Items can be dropped off at 2927 Audubon Street. Pick-up can also be scheduled by contacting 504-913-1888.

The parade will feature the beloved 610 Stompers, the Free Agents Brass Band, local media personality Gina Swanson Gray as Mrs. Claus, and New Orleans Police Department officer Daryl Person as Santa Claus. There will also be dancers including the Blazin Cheetahs Dance Company, the MNM Zumba and Line Dancers, and SABREEN the Stilt Walker. The community event will also feature hot cocoa and movies, arts and crafts, a Christmas feast, a fundraiser raffle, carnival games, a fundraiser raffle, and pictures with Santa Claus.

WinterFest504 follows the mission of Impact504 whose mission includes empowering communities, fostering inclusivity, and producing events and initiatives that deliver a positive impact to the community.

For more information, contact the event's organizer, Percy Marchand, at 504-913-1888 or percy.marchand@impact504.org. For the full schedule of events, go to www.WinterFest504.com. Below is the tentative parade route.

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www.IMPACT504.org

**IMPACT
504**

Spreading LOVE Bringing HOPE Changing LIVES



SAVE THE DATE!

GERT TOWN'S 3rd ANNUAL

Winter Fest504

Holiday Parade and Giveaway!

SATURDAY, DECEMBER 21st

Another IMPACT504 Community Event

in partnership with Help a Sister Out

Want to ride in this year's parade?

Visit: www.IMPACT504.org

< LINE UP: Fern St. >

> Forshey St. >

The 3rd Annual

WinterFest504

PROPOSED PARADE ROUTE

> Audubon St. >

< Earhart Blvd. <

> DISBAND: Earhart Blvd.

< Broadway St. <

> Audubon St. >

> Pritchard Pl. >



2927 Audubon Street | New Orleans, Louisiana 70125 | 504.913.1888
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