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**** FOR IMMEDIATE RELEASE ****

33RD ANNUAL FALLING LEAVES FESTIVAL LOOKING FOR GRANDE PARADE PARTICIPANTS



Salamanca, NY - The 33rd Annual Falling Leaves Festival in Salamanca, NY is set to welcome in the autumn season October 1-3, 2010. As a festival tradition, the Grande Parade will be on Sunday, October 3 beginning at 1:00 p.m. and event organizers are looking for community businesses and organizations to participate.

A lineup of more than 30 musical acts and floats are slated for this year's parade. Many local units, including police and fire departments will participate. Parade goers will also be able to wave to the Pow Wow Princess, Falling Leaves Festival Queen, antique car drivers, marching bands, musical groups, dance groups, plus many more. Community members and visitors alike will be able to view the parade starting at Veterans Park and travel east along Broad Street where judging will take place near Main Street.

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Prizes will be awarded for the following categories: Floats - Best Falling Leaves Festival Theme; Best Design (creativity/originality); Most Unusual; and Best in the Parade (overall appearance). Bands - School Marching Band and Non-School Organizations. Walking and Motorized Groups – Individuals, Non-Commercial, Commercial, Clubs, and Organizations.

If your business or organization would like to be a part of this year's Falling Leaves Festival Grande Parade contact Jenny Ingrao, Events Specialist for the Salamanca Area Chamber of Commerce at 716-945-2034.

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