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For Immediate Release:

**The City of Brockton collaborates with the Downtown Brockton Association to reinstate
'Community Holiday Celebration'**

BROCKTON, MA – The Downtown Brockton Association, in partnership with The City of Brockton, will host a Community Holiday Celebration on Saturday, November 27, 2021. Traditionally the day of the Annual Downtown Holiday Parade, the coordinators have chosen to adjust the activities in response to the ongoing health pandemic.

Changes include a morning of activities downtown, a shortened holiday parade, a recognition of the 200th Anniversary of N. Bridgewater/Brockton, and photo opportunities with the City Christmas tree and Santa. In addition, a Pandemic Memory Walk will be lit in honor of Brockton residents lost to COVID-19.

The public is invited to the downtown area starting at 9 am where they will find many opportunities to celebrate the start of the holiday season including Main Stage Performances by local school bands, music programs, poets, and performance groups at City Hall Plaza.

“We needed to cancel the Annual Parade in 2020”, said John Merian, coordinator of the Annual Downtown Holiday Parade. “It was a hard but necessary decision. But we knew this year we had to do something to celebrate Brockton. I’m excited about what is being planned and the elves and I are already planning a spectacular return of the parade in 2022.”

Mary Waldron, Interim President of the Downtown Brockton Association, the co-sponsor of this year’s events, agreed. “To not have something was unacceptable. Our city, like all communities, is coming out of an unprecedented time in history and we need to celebrate all that we can to remember we are the “City of Champions.”

Prior to beginning the planning process of this coveted annual celebration, Waldron requested a meeting with Mayor Robert Sullivan and Superintendent Michael Thomas to discuss logistics about moving forward with the festivities. They immediately agreed.

“I believe it is appropriate that this long-standing City holiday tradition be reinstated this year,” said Mayor Sullivan. “Part of what makes the holiday season in Brockton so special are community gatherings such as these, which promote happiness and togetherness among our residents and our business owners.”

“I’d like to thank the Mayor’s Office and the Downtown Brockton Association for bringing the Community Holiday Celebration back this year. This is a cherished tradition for generations of Brockton students,” said Superintendent Thomas. “There is nothing better than seeing the joy on our students’ faces as they take in all the sights and sounds of the holiday season.”

Morning events will include a Marketplace of local businesses, crafters, artisans, and community groups. Downtown businesses will be open and offering various deals and discounts, a food court featuring some of Brockton’s finest restaurants, and two stages featuring performances by school bands and other performance groups that would normally take part in the parade.

“It was important to find a way for this event to be inclusive of as many organizations as possible,” Waldron continued. “Particularly the many people who traditionally take part in the parade.”

A tentative schedule of events, information on how to participate in the marketplace, food court, or performances, and volunteer opportunities leading up to and on the day, will be released soon. “It takes a lot of elves to make something this great!” concluded Merian.

If you would like to participate as a volunteer, please visit: tinyurl.com/DBAElves

For organizations wanting to participate in the Community Holiday Celebration please visit: tinyurl.com/REGISTERDBA

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