



## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**

**MR# 2021081**

**DATE: 3 November 2021**

**RE: Santa Clause is coming to town**

**AMHERST, Nova Scotia** – You better watch out. You better not cry. You better not pout 'cause Santa Claus is coming to town!

“After the difficult year we have had because of the COVID-19 pandemic, I am really looking forward to visiting with the citizens of Amherst and surrounding area, especially the children, on Saturday, Dec. 4, 2021,” Santa wrote in a letter sent to the Town of Amherst that was postmarked the North Pole. “I can hardly wait to participate in your annual Santa Claus parade and to see all the smiling faces!



SANTA CLAUSE IS COMING TO AMHERST ON SATURDAY, DEC. 4, 2021. (TOM McCOAG / TOWN OF AMHERST)

“I can tell you that all my elves, who are fully vaccinated and have been following the COVID-19 protocols, like wearing masks, washing hands and social distancing, have been working very hard preparing for the holiday season. It is as a result of their hard work that I am able visit your wonderful community that is so full of the Christmas spirit of giving, hope, good cheer, understanding and goodwill towards all.”





In the letter, Santa said he was also looking forward to working with the Amherst Y's Men's Club and the Town of Amherst in staging the parade once again.

"I know it is not easy to plan a parade during a pandemic," Santa wrote. "So, I am especially proud of all the hard work the club and town are doing to enable the parade to take place this year."

"We are absolutely delighted that Santa clause is able to participate in a parade this year and we look forward to staging it with him," Y's Men spokesman Charlie Seymour said.

"We're also thrilled that Santa has found the time to visit Amherst during the busy holiday season," Amherst Mayor David Kogon said. "His visit will bring joy and happiness to all."

The parade will begin at 6 p.m. Details on how to participate in the parade and the route will be forthcoming in the near future, they said.

In his letter, Santa reminded folks to keep the COVID-19 protocols in mind when attending the parade.

"I don't want anyone catching the coronavirus, so please wear a mask and social distance as much as possible when I come to visit and participate in the parade," Santa wrote.

"Until I see you during the parade, I want to wish you all a very festive holiday season and a very happy new year!"

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