winter wonderland

TOWN OF AMHERST 2025 CHRISTMAS PARADE

SATURDAY **29** NOVEMBER

6 P.M.

Amherst
NOVA SCOTIA

Parade Details

Theme: Winter Wonderland
Parade Date: November 29, 2025
Start time: 6 p.m.

Location: Gather in Town Square Mall/ 147 South Albion St

Route: Turn left onto Albion St. Turn left onto Church Street, then turn right onto Victoria Street. Then proceed along Victoria Street, and turn when directed, in the TD or Dayle's Parking Lot.

Registration Fee: No fee!

Prizes
Prizes will be awarded by a select panel of judges. Awards will be handed out in the week following the parade.

Prize Categories
- Best Overall Theme (1st, 2nd, & 3rd)
- Best Youth Involvement
- Best Charity or Non-Profit
- Holiday Spirit Award

Parade Guidelines

Parade applications can be dropped off at the following locations no later than November 15, 2025.

Amherst Town Hall
98 Victoria St. E
Phone: 902-667-3352
Fax: 902-667-5409

If you have any questions, please contact Charlie Seymour at 902-397-4670 or the Town of Amherst at 902-667-3352. For a digital version of the application please email: amherstrecreation@amherst.ca or visit our website at https://amherst.ca/holiday-events.html.

Name of Business/ organization:

Contact Name:

Phone #:

Email:

Type of Float: (i.e.: Large Flatbed Truck, Vehicle & trailer, Single Car.)

Number of persons attending:
Please provide names and contact information _

Will you have music? Yes No

I have read and agreed to the attached parade guidelines Yes

Signature:

Date:

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Parade Guidelines

Deadline for Applications
The deadline for applications is November 15, 2025.

Cancellation
In the event of inclement weather, an announcement regarding cancellation and rescheduling will be made on the local radio stations (CKDH 101.7 and Tantramar Community Radio Station 107.9) by 10 a.m., on parade day.

Age Limit
Any child under the age of 12 years must be accompanied by an adult in order to participate in the parade.

Bylaws
Bylaws prohibit the throwing of candies and/or promotional materials.

Floats
- All floats should have the name of the company/organization prominently displayed on the float for the convenience of parade judges and to assist with trophy presentations.
- All floats must be of proper construction
- All entrants should make use of Christmas lighting and be decorated in keeping with the parade theme.
- Festive music is encouraged on the floats.
- Two thirds of a vehicle being used as a “float” must be decorated. A company vehicle with a bow is not acceptable.
- Floats are being asked to start arriving for set up no later than 5 p.m. at the Town Square Mall.

Parking Lot
- All persons riding on must be on the float prior to departure from the staging area.
- All groups should have a prearranged area for assembly away from the parade site
- AT THE END OF THE PARADE ROUTE, ALL FLOATS MUST EXIT INTO THE TD OR DAYLE’S PARKING LOT.

Animals
All groups using animals of any type in the parade are required to have a clean-up crew with the animal(s) and are responsible for cleaning up after their animals. All animal waste is to be disposed of properly. All animals must be on a leash, have proper shelter from weather and food/water.

Solicitation
There will be NO solicitation for cash and/or ticket sales along the parade route, however, a drop-off point taking food donations will be permitted.

Mr. & Mrs. Claus
NO float shall have a person or figure in a Mrs. Claus or Santa Claus costume.

Keep the Pace
Please keep a safe space of 30 feet behind the entry in front of you to ensure that the procession moves smoothly. We need your help in maintaining the pace.

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