



**NEWS RELEASE**                      **Contact:** Melanie Scoggins, CPRP Division Manager, Parks and Recreation  
**FOR IMMEDIATE RELEASE**                      [Mscoggins@purcellvilleva.gov](mailto:Mscoggins@purcellvilleva.gov), 540-751-2350

## **Applications Available for the Christmas Parade and Christmas Market**

**PURCELLVILLE, Va. October 14, 2016** — Applications are available to participate in both the Christmas Parade sponsored by the Town, and the Christmas Market hosted by the Parks and Recreation Advisory Board.

The 13<sup>th</sup> Annual Christmas Parade will be held on Saturday, December 10, 2016 at Noon. Companies, organizations, clubs, individuals, and families are all invited to be a part of the parade and floats are ALWAYS encouraged. One of the largest events held in Purcellville throughout the year, the day's festivities combined with the Christmas Parade make for a great holiday experience. Be part of the joy of the season and join in the fun - decorate your car, truck, float, or yourself (walkers welcome) and enter the Christmas in Purcellville parade. The application deadline is December 2<sup>nd</sup> 2016.

Additionally, the Parks and Recreation Advisory Board is excited to announce the return of the Christmas Market. Due to the popularity of this event, the 2016 market has been expanded to include two days of operations and more booth spaces for artisans. The Christmas Market will take place in the evening during the trolley tours on Friday December 9, 2016 AND Sunday December 11, 2016. The fee to participate is \$35 and the application deadline is November 30<sup>th</sup>, 2016.

The Christmas Market is an event to showcase local artisans and to offer them the opportunity to sell their hand crafted items to the public. The market coincides with the Christmas Lights Trolley Tours beside the Bush Tabernacle Skating rink. Residents flock to this yearly event to enjoy a night of holiday cheer and to do some shopping while they wait for the trolleys.

To participate in either of these fun activities, download the application from [www.purcellvilleva.gov](http://www.purcellvilleva.gov) or contact Melanie Scoggins, CPRP with the Town of Purcellville at (540) 751-2350 or [mscoggins@purcellvilleva.gov](mailto:mscoggins@purcellvilleva.gov).

### **The Town of Purcellville, Virginia**

Purcellville is an award-winning town of nearly 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer's markets, wineries, breweries, distilleries and restaurants. More info at [www.purcellvilleva.gov](http://www.purcellvilleva.gov).

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## *13<sup>th</sup> Annual Christmas in Purcellville Parade Application*

### PARADE INFORMATION AND ENTRY FORM

#### Parade Guidelines and Information:

1. **Date and Time:** Saturday, December 10, 2016 @ 12:00 p.m.
2. There is no entry fee, however in lieu; we ask that you consider dropping off nonperishable food item(s) for the Tree of Life Food Pantry. A drop box is located in the reception area at Town Hall located at 221 S Nursery Ave Purcellville VA 20132.
3. **Line up and route:** Line up and exact drop off location(s) to be determined by the Town and will be emailed the week of the parade along with final parade instructions and the parade route.
4. **Motor Vehicles:** No one under the age of 18 is permitted to operate a motorized vehicle. To operate a motorized vehicle, participant must be licensed and must wear a helmet at all times.
5. **Donations:** No organizations or individuals will be permitted to ask for or accept donations of any kind along the parade route.
6. **Candy:** If you wish to distribute candy along the parade route, please be sure to toss items as close to the curb as possible so that children do not run into the street. For safety reasons, please do not throw candy into the crowd.
7. **Children:** Participants under the age of 18 must have adult supervision at all times.
8. **Submit:** Please submit a completed and signed Entry Form by **December 2, 2016**. Forms can be submitted by email to [mscoggins@purcellvilleva.gov](mailto:mscoggins@purcellvilleva.gov), faxed to (540) 338-6205, or by mail to Town of Purcellville, Attn: Christmas Parade, 221 S. Nursery Ave., Purcellville, VA 20132.

**Organization Information**

Organization Name: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Evening Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Best phone number to reach you on parade day: \_\_\_\_\_

Email Address: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

**About Your Organization**

Business  School  Military  Non-profit

Has your organization participated in the Purcellville Parade before? YES  NO

**Unit Entry Information**

**Emergency Vehicles** *(Fire Apparatus / Ambulance, GPM, ALS/BLS) (GPM) (ALS/BLS)*

Number of vehicles: \_\_\_\_\_

Type and make of vehicles: \_\_\_\_\_

Unit description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Marching**

Number of participants in unit: \_\_\_\_\_

Unit description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Float**

Total size of unit: Width: \_\_\_\_\_ Length: \_\_\_\_\_ Height: \_\_\_\_\_

Size of flatbed: Width: \_\_\_\_\_ Length: \_\_\_\_\_

Size of tow vehicle: \_\_\_\_\_  
Width: \_\_\_\_\_ Length: \_\_\_\_\_ Type of tow vehicle: \_\_\_\_\_

Number of participants on float: \_\_\_\_\_

Age range of participants: \_\_\_\_\_

Number of walkers: \_\_\_\_\_

Unit description:

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**Specialty** *(dance troops, drill teams, etc. not on a float)*

Number of participants: \_\_\_\_\_

Age range of participants: \_\_\_\_\_

Unit description:

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**Motorized**

Number of vehicles: \_\_\_\_\_

Type of vehicles: \_\_\_\_\_

Unit description:

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**Animal**

Type of animal: \_\_\_\_\_

Number of walkers: \_\_\_\_\_

Unit description:

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**Parade Agreement and Indemnification**

The Entrant, by his authorized signature below, hereby agrees to indemnify, hold harmless, and defend the Town of Purcellville, Virginia, its elected and appointed officials, employees, agents and successors in interest from all claims, damages, losses and expenses including attorneys' fees, arising out of or resulting, directly or indirectly, from the Entrant's participation in the Christmas in Purcellville Parade, provided that such claim, damage, loss or expenses: (1) attributable to personal injury, bodily injury, sickness, death, or to injury or destruction of property, including the loss of use resulting there from, and (2) not caused by the grossly negligent act or omission, or willful misconduct of the Town of Purcellville, Virginia, its elected and appointed officials, or its employees acting within the scope of their employment. This Hold Harmless and Indemnification Clause shall in no way be limited by any financial responsibility or insurance requirements and shall survive the termination of this Parade Entry Form.

The Entrant understands that any misrepresentation in this application, deviation from the final approved specifications and activities described herein, or failure to abide by all Federal, State and Local laws, ordinances, policies and procedures may result in the immediate revocation of this approved Parade Permit and refusal to issue a permit in the future.

The Entrant, by his authorized signature below, hereby authorizes the Town and/or its designee(s) to take photographs, videotape, record, or produce communications for this and/or future events for publicity, promotion, and media coverage.

\_\_\_\_\_  
Name (PLEASE PRINT)

\_\_\_\_\_  
Signature/Date

Name of Entrant/Organization Name: \_\_\_\_\_

*For questions, please email [mscoggins@purcellvilleva.gov](mailto:mscoggins@purcellvilleva.gov)*

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**Application and Payment Deadline: November 30, 2016**

EVENT DATES: Friday December 9th 5:30 to 8:30 PM  
Sunday December 11th 4:30 to 7:30 PM

EVENT LOCATION: Fireman’s Field Parking Lot 250 S Nursery Ave. Purcellville, Virginia

The Parks and Recreation Advisory Board hosts the Christmas Market to showcase local artisans and to offer the public the opportunity to purchase their hand crafted items.

**Exhibitor Contact Information:**

Company/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_

Best Phone #: \_\_\_\_\_

**Exhibitor Fee/s:**

**\$35.00** one 10’ x 10’ Display Space (includes one or two day participation)

Participation Day/s: **Friday December 9, 2016** or **BOTH DAYS**  
**Sunday December 11, 2016**

Payment must be made by cash or check (payable to Town of Purcellville). Credit card payments are NOT accepted by the Town of Purcellville. **Mail Application and payment to:** Town of Purcellville, Attn: Christmas Market, 221 S. Nursery Ave, Purcellville, VA 20132

Returned Check Fee is \$50.00

The Town of Purcellville reserves the right to decline a space to any applicant whose activity and/or exhibit is not consistent with the purpose of the participating event.

**Exhibit Description:**

Briefly describe and list the products/services to be sold. Include any additional specifics about your exhibit, including contests and give-a-ways, etc. ***Applications will not be considered without this information.***

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**Exhibitor Insurance**

All Exhibitors are required to maintain general liability insurance with a minimum coverage of \$1,000,000 combined single limits. Coverage is to be on an occurrence basis with an insurer licensed to conduct business in the Commonwealth of Virginia. The insurer must have an A. M. Best rating of A- or better. The insurer must add the Town as an additional insured by endorsement to the general liability policy. A Certificate of insurance (COI) and the additional insured endorsement shall be provided to the Town by the exhibitor prior to the event evidencing compliance with these insurance requirements. **If you need information about how to obtain this insurance, please contact Melanie Scoggins at 540-751-2350.**

**Exhibitor Authorization & Indemnification**

The individual signing below verifies that he or she is legally authorized to bind and act on behalf of the participating Exhibitor. The Exhibitor, including all of its employees, agents, and other representatives, hereby agrees to hold harmless and to indemnify, defend and protect the Town of Purcellville and its Council Members, employees, agents, volunteers and other representatives against any and all claims, losses, damages and liabilities whatsoever to persons or property incurred as a result of the actions of the participating Exhibitor, including, but not limited to, the Exhibitor's installation, removal, maintenance, occupancy, and/or use of the exhibition premises or any part thereof. Exhibitor agrees that any damage to the property of the Town of Purcellville, including, but not limited to the Town of Purcellville, and any related equipment or property, due to the actions of the Exhibitor will result in a financial obligation of the Exhibitor to the Town of Purcellville to replace, repair or otherwise correct such damage. I agree that all representatives acting on the Exhibitor's behalf for any matter pertaining to the participating event will be subject to all rules herein as well as any rules provided to the Exhibitors' representatives prior to and/or during the participating event.

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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