



® Greater Olean Area  
CHAMBER of COMMERCE<sup>SM</sup>  
120 North Union Street  
Olean, New York 14760  
(716) 372-4433

## NEWS RELEASE

Date: November 17, 2008

Contact Person: Meme Krahe Yanetsko

FOR IMMEDIATE RELEASE

Subject: **The Tradition of the Santa Claus Lane Parade**

*EDITORS NOTE - The complete parade line up will be sent out Monday, November 24.*

OLEAN -- With just over a week to go till the parade, officials from Greater Olean Area Chamber of Commerce have registered more than **forty-six** units for the upcoming Santa Claus Lane Parade on Friday, November 28 in which Santa Claus lights thousands of lights in downtown Olean. The ever-popular Parade is the official kick-off to the holiday season in the area.

John Sayegh, GOACC Chief Operating Officer stated, "We are fortunate that Santa will make his stop once again this year to the City of Olean and take part in the Santa Claus Lane Parade on Friday November 28th. Our gratitude and appreciation also go to the City of Olean's employees who have dedicated time and effort over the past 20 years to assist us in bringing joy and happiness to our residents and more importantly to our children. At the conclusion of this year's Santa Claus Lane parade we will have fireworks to celebrate the holiday season and the Cattaraugus County's Bicentennial Celebration."

The Santa Claus Lane committee have continued to expand lighting with the addition of more electric service at War Veterans Park. The service enabled the Chamber to place more figurines and lights along the East State Street portion of the park. It makes a nice lit east entryway to downtown Olean. The committee has also purchased large candy canes and large holidays snowflakes to be placed and lit on the South Union Street bridge.

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Chamber officials have invited area residents to judge this year's parade: Al Wager, National Grid Co.; Paula Snyder, Jamestown Community College; and Max Bullers, Home Depot of Olean. Winners will be announced the night of the parade. Seven awards will be presented in the following categories: The **Elves Award** will go to the float or unit that best typifies the holiday through the eyes of a child; **Angelic Spirit Award** will go to the most spiritual/religious float or unit. The **Blitzen Award** will go to the most photogenic float or unit; **Jingle Bells Award** will go to the best theatrical (music/dance) float or unit; **The Rudolph Award** for the float with the most or best use of lights; **The Seasons Greetings Award** to the best newcomer to the parade, and one that typifies a welcoming theme - this unit must be a first-time entrant; and **The Snowflake Award** for the unit with the most participants in the parade. All the trophies were sponsored by the Cattaraugus County Bicentennial Celebration.

North Union Street will close to traffic at 6:00 PM. The City's downtown parking lots will be opened. The City Building's restrooms will be opened the night of the parade from 4 - 8:30 PM. The City of Olean sponsored an area schools art contest, Deck the Halls - art work of area students will be on display in city hall from 4- 8:30 PM. Extra uniformed personnel of the Olean Fire and Police Departments will be on hand. Lost children should report to the Chamber office, and a wheelchair only section will be roped off in front of the Chamber office/City Building.

The Parade is scheduled to begin at 7 PM on Friday, November 28, near the Burger King on North Union Street in Olean. The Parade will travel south on Union to just past Lincoln Park where units will begin to disperse once they arrive at Henley Street. For more information, call Greater Olean Area Chamber of Commerce at 716-372-4433 or email [santa@oleanny.com](mailto:santa@oleanny.com).

RIGHT DOWN SANTA CLAUS LANE  
GOACC