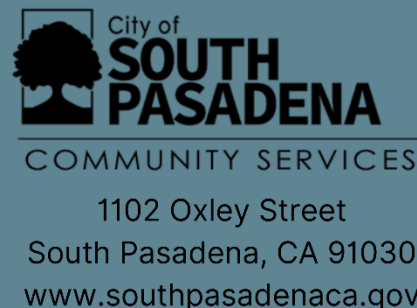




PRESS RELEASE



FOR IMMEDIATE RELEASE
June 14, 2023

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Why Just Watch the Fourth of July Parade When You Can March in it?

South Pasadena (Calif.) – The Annual City of South Pasadena’s historic Festival of Balloons Fourth of July Parade will take place next month on the fourth of July. The iconic event starts at 11:00 a.m. on Diamond Avenue by the Library Community Room and ends at Garfield Park. An itinerary for the day’s events as follows:

- 7:00 a.m. to 11:00 a.m. – Kiwanis Pancake Breakfast at the Fire Department parking lot. Tickets will be available for purchase at the Farmers’ Market on June 29 and at the door on July 4 for \$10 per ticket. Children 6 years and under are free.
- 10:30 a.m. – Parade opening ceremony will be held the South Pasadena Public Library Community Room.
- 11:00 a.m. – Parade begins on Diamond Avenue by the Library Community Room.
- 12:00 p.m. to 3:00 p.m. – City-hosted party in the park at Garfield Park.
- 9:00 p.m. – Fireworks show at South Pasadena High School. Gates open at 7:00 p.m.

Parade participants historically has, and continues to include, the scouts, officials, representatives of service clubs, and members of such sports organizations as Little League and AYSO, the South Pasadena Tournament of Roses Committee, City Council members, and participants of the Library's Summer Reading Program.

Civic leaders Ted and Joan Shaw and David Margrave started the tradition in 1982, according the Jane Apostol's history of South Pasadena. This year's theme is "Red, White, and Blue – Bold Stripes, Bright Stars, and Brave Hearts Too."

Community members and groups have the opportunity to participate in the event, and all are welcome to join in viewing the event, which is open to the public and free of charge. Interested parties are encouraged to incorporate the theme into their entry's decorations and to include music. Registered participants may walk or ride along the route in a vehicle along the parade route of about 0.6 miles.

To participate, please complete, sign and return the one-page registration form by June 23 at www.southpasadenaca.gov/events. Submit the forms by email (preferred) to specialevents@southpasadenaca.gov or by U.S. Mail to the South Pasadena Recreation Division, located at 815 Mission St., South Pasadena CA 91030, Attn: Festival of Balloons Parade. For questions, please contact Community Services Director Sheila Pautsch at specialevents@southpasadenaca.gov or at (626) 403-7380.

Following the parade, the City will host a party in the park with games, food, and a free live concert. Fireworks will follow starting at 9:00 p.m. at the South Pasadena High School. Fireworks presale tickets will be available for purchase beginning Wednesday, June 14 for \$11.00 per person online at www.southpasadenaca.gov/events. Fireworks tickets will be available for purchase

online on July 4 from 7:00 a.m. to 7:00 p.m. for \$13.00. Gates open at 7:00 p.m. Please bring a copy of your receipt and tickets to enter the stadium. Due to the field construction at the high school, seating for the fireworks will be on the bleachers only. For more information, please contact the Community Services Department at (626) 403-7380 or by email at specialevents@southpasadenaca.gov.

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