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Media Contact: Scott Bowman, 321-689-2590



THE ALL-NEW ORLANDO CITRUS PARADE ANNOUNCES SPONSORS

Tickets now on sale for TV Performance Zone

Saturday, December 29 at 9:30 a.m. in Downtown Orlando

Orlando, Florida (December 24, 2018) – Florida Citrus Sports in association with Parades R Us announces sponsors for the all-new Orlando Citrus Parade, which takes place at 9:30 a.m. on Saturday, December 29th in Downtown Orlando.

Florida Citrus Sports Partners include:

- Camping World
- VRBO
- City of Orlando/Downtown Orlando
- AdventHealth
- Massey Services
- Mercedes-Benz of South Orlando
- Visit Orlando
- City Beverages
- Super Holiday Tours

Orlando Citrus Parade Sponsors include:

- **Official Broadcast Partner:** WFTV 9 ABC
- **Platinum Sponsor:** Millenium Dancesport Championships
- **Official Hotel Partner:** Rosen Hotels & Resorts Orlando
- **Official Student Travel Provider:** Super Holiday Tours
- **Catering Provided by:** Toojays
- **Sponsor Breakfast Location:** World of Beer
- **Transportation Provided By:** Luxury Rides Inc.
- **Official Vehicles:** Orlando Dodge & Mercedes Benz of South Orlando
- **Official Florist:** Lowe and Behold
- **Venue Sponsor:** B Nice Patio Bar
- **Syndicator:** The Television Syndication Company, Inc. (TVS)
- **Sponsors:** Tropicana, Holiday Inn Club Vacations, Downtown Orlando, Clear Channel Outdoor, Creative Printing

"The Orlando Citrus Parade has been an integral part of bowl week in Central Florida for nearly four decades, and a spectacle like this one would never be possible without our partners," Florida Citrus Sports CEO Steve Hogan said. "We're so thankful for their continued support of this fan-favorite event."

Grand marshals for the parade include actor and singer Norm Lewis; Major League Baseball star Johnny Damon; actress, author, entrepreneur and founder of Her Universe Ashley Eckstein; Major League Baseball star and 2006 World Series MVP David Eckstein; and *Stranger Things* actress Chelsea Talmadge. Michael Campion from Netflix's *Fuller House* is also making a special guest appearance.

Confirmed appearances and performances include: Broadway performer and recording artist Linda Eder; *The Voice* finalist and artist Sisaundra Lewis; Grammy Award-winning country music artist Jo Dee Messina; *American Idol* finalist and singer/songwriter Alyssa Raghu; country music star Ty Herndon; contemporary Christian artist MARI; country music artist Charly Reynolds; CeCe Teneal & Soul Kamotion; Miss America 2019 Nia Franklin; Orlando Magic Dancers; Orlando Repertory Theatre; Orlando vocalist Evin; a cappella group Voctave; The Untouchables

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and Funkywunks from *World of Dance*; entertainer Davonda Simmons; 2019 Miss America's Outstanding Teen London Hibbs; singer Charisma Trans; and the Parade All Star Dance Team and Parade Flag Team, including Orange County Public Schools students.

Upwards of 3,000 participants take part in the event, which also includes signature citrus floats made of tangerines, grapefruits and oranges; spirited high school marching bands from across the nation; participating bowl game college marching bands; balloons; local performing groups; specialty units; and other exciting performances.

As it makes its way through downtown Orlando, the parade will air live from 10 a.m. to noon in the Orlando market on WFTV, the ABC affiliate for Central Florida and the news and information leader. It will also be streamed live on WFTV Now. Emmy Award-winning WFTV News Anchor Jorge Estevez and TV Host, Model and Miss Florida USA 2010 Megan Clementi are the parade co-hosts. *American Idol* finalist and singer Justin Guarini is the parade's special correspondent and actor Billy Flanigan is the Street Host. The parade will also air nationally as a one-hour syndicated show, "Sunshine State Citrus Celebration," for the months of January and February.

Tickets are now on sale for the TV Performance Zone and can be purchased through the website (www.orlandocitrusparade.com). The TV Performance Zone offers fantastic seats that bring viewers closer to their favorite performers, bands and floats.

This year's parade will support Give Kids The World Village – an 84-acre, nonprofit "storybook" resort in Central Florida. At the Village, children with critical illnesses and their families are treated to weeklong, cost-free vacations.

Since its founding in 1986, Give Kids The World has served more than 165,000 families representing all 50 states and more than 75 foreign countries. At Give Kids The World – one of

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the country's top-rated charities – no child is ever turned away, and there is never any charge to visiting families.

The parade step-off time is 9:30 a.m. and the parade route begins at the corner of Orange Avenue and Robinson Street and continues south on Orange Avenue, east on Anderson Street, then north on Rosalind Avenue. The parade concludes at Rosalind Avenue and Robinson Street. The route is 1.4 miles in length and takes 90-120 minutes to complete. The parade is free to watch along the parade route. Click here for the parade route:

<http://www.orlandocitrusparade.com/parade-route/>

About Florida Citrus Sports

Florida Citrus Sports is a not-for-profit membership organization dedicated to increasing community spirit and pride, promoting tourism, stimulating economic development and ultimately benefiting charities, educational institutions and the quality of life in Central Florida through its signature events, including the Camping World Kickoff, the VRBO Citrus Bowl, the Camping World Bowl and the Florida Blue Florida Classic. For more information, visit www.FloridaCitrusSports.com.

About Give Kids The World Village

Give Kids The World Village is an 84-acre, nonprofit “storybook” resort located near Central Florida’s most beloved attractions. Critically ill children and their families are treated to weeklong, cost-free vacations, complete with accommodations in whimsical villas, transportation, donated attraction tickets, meals, and much more. Since 1986, Give Kids The World Village has welcomed more than 165,000 families from all 50 states and over 75 countries. For more information, visit www.givekidstheworld.org.

About Parades R Us & JM Best Entertainment

John M. Best is the president of JM Best Entertainment, a principal in Parades R Us and a 5-time EMMY Award winner and multiple nominee. The company specializes in large-scale live television and event production. Some of their current productions include the biggest events in the biggest cities across the United States: American Valor: A Salute to our Heroes, The National Cherry Blossom Festival Parade in Washington, DC, The National Memorial Day and 4th of July Parades in Washington, DC, Miss America’s Outstanding Teen Competition, Philadelphia’s Thanksgiving Day Parade, Chicago’s Lighting of the

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Magnificent Mile Holiday Special and the Piedmont Natural Gas Nashville Christmas Parade presented by Tootsies. John teamed with Access Philadelphia to produce the Opening Event for over 7,000 volunteers for the Democratic National Convention in Philadelphia in 2016 and when it was time to welcome Pope Francis to Philadelphia and open the World Meeting of Families in 2015, they also teamed up to produce that historical event. John has been a part of the production teams of over 125 network and cable television specials including every major award show, The Opening and Closing Ceremonies of both the Atlanta and Salt Lake City Olympic Games, The Pre Race Show at the Daytona 500 in addition to 150 Live Events and more than 100 corporate shows. John has teamed with Pamela Bolling and Hardrive Productions of Orlando for more than 15 years on several entertainment projects, television specials and live event shows. Michael Chapman and Jeff Revels are part of the Parades R Us team as Executive Producers of the event. For more visit jmbestentertainment.com and hardriveinc.com.

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