



23rd Annual James River Parade of Lights *Saturday, December 12*

FACT SHEET for the 2015 Parade

History:

In 1989, Harvey Price, then the dock master at Kingsland Reach Marina in Henrico County, decided to decorate his boat and cruise the James. Many other boaters laughed at him, but when they saw how much fun Mr. Price was having and how much people along the river appreciated his efforts, they decided to join him. In 1992, the James River Advisory Council (then called the James River Task Force) approached the boaters with the idea that the parade could be a yearly holiday event, and the official James River Parade of Lights was born. Over the years, the parade has grown, and today features official viewing sites in multiple localities. Thousands throughout the region now consider the parade a cherished holiday tradition.

- **Sponsored by the James River Advisory Council** working with a planning committee that meets August -December.
- **Coordinated with the assistance of** the parks and recreation departments of Richmond and Henrico and Chesterfield counties, and organizations and individuals throughout the region.
- **Parade Chairman:** Max Walraven
- **Honorary Grand Marshall:** Jack Berry, Richmond, President & CEO, Richmond Region Tourism
- **To Register boats (no entry fee):** online at www.jrac-va.org or (804) 717-6681
- **Entry criteria:** Powered boat capable of moving 7 knots
- **Parade distance:** 14-mile parade route from City of Richmond to Varina-Enon Bridge
- **Time of the Parade:** Boats gather at 5:45 p.m. (6 p.m. countdown for illumination). Parade lasts until approximately 8:30 p.m.
- **Judging and Prizes awarded in four categories:** Local celebrities, as judges, score each boat on:
 - Theme with prize awarded for BEST THEME
 - Originality with prize awarded for MOST ORIGINAL DISPLAY
 - Overall appearance with prize awarded for BEST APPEARANCE ON THE WATER
 - Charm or WOW factor
 - The boat with the highest combine score will receive the prize for BEST IN PARADE
 - In addition a Best Novice and a Runner up Novice AWARDS will be presented to the best and second-best of the first-time entries
 - There will be a special award for the marina with the most participating boats
- **Awards Celebration:** Fellowship for boaters and guests by invitation.
- **Viewing sites (free admission):** Libby Hill and Rocketts Landing area in the City of Richmond, Osborne Park and Boat Landing in Henrico County, Henricus Historical Park and Dutch Gap Boat Landing in Chesterfield County.
- **Number of viewers expected:** 6,000-8,000, people plus many more at private areas along the parade route.
- **Media coverage:** Local coverage before and after the event.
- **Raffle prizes:** Each boat that participates in the parade is entered in a drawing for donated prizes from community sponsors