



PRESS RELEASE

FOR IMMEDIATE RELEASE

December 21, 2016

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Christmas Parade Float Contest Awards Announced

Monroe-West Monroe, LA— The Kiwanis Club of West Monroe Christmas Parade sponsored by Origin Bank rolled through downtown West Monroe on December 17. Floats were decorated with the “Superhero Christmas” theme. Along with the parade, the Kiwanis Club of West Monroe, Origin Bank, and the Monroe-West Monroe Convention and Visitors’ Bureau held a contest for the best floats. The winners were presented their awards at Origin Bank on Tuesday, December 20.

This year’s winners were as follows:

1st Place: Blue Star Mothers

2nd Place: Ouachita Parish Sheriff’s Office

3rd Place: West Ouachita High School Crimson Line

The floats were judged on five criteria: Use of Theme, Quality/Variety of Throws, Design/Creativity, Costumes, and Holiday Spirit. Over fifty floats competed in the contest.

The parade was originally scheduled for December 10, but had to be moved due to inclement weather. The route was also changed, since another event was already scheduled on the Monroe part of the original route.

Origin Bank not only sponsored the parade, but the Monroe Renaissance Fireworks Extravaganza as well.

Photos of the winning floats can be viewed at www.christmasontheriver.org or the Monroe-West Monroe CVB’s Facebook page. For more information, call Sheila Snow at 318-387-5691.

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Thank you,

JERRICA BENNETT

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