



For Immediate Release

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**31st Annual Grand Haven Chamber of Commerce Ambassador Jingle Bell Parade
to be Held December 3rd**

Grand Haven, Michigan -The Grand Haven community invites you to the **31st Annual Chamber of Commerce Ambassador Jingle Bell Parade** in historical downtown Grand Haven on **Saturday, December 3rd**. The annual community holiday event is presented by The Chamber of Commerce and The Chamber Ambassadors. This year's parade has over 75 festive entries including decorated floats, musical groups and a final entry of Santa and Mrs. Claus.

Sharon Behm will serve as this year's Grand Marshall. She has been a Northwest Ottawa County resident for over 30 years. She was a 15-year member of the Grand Haven Mainstreet Promotions Committee helping to create many of their signature events like Light Night, Wine About Winter and Frozen in Time. She is a past Mainstreet Board member serving for 12 years with 3 of those as Chair. Currently she serves as the Chair of the Chamber and also The Coast Guard Festival. She is the Co-owner of Borr's Shoes Grand Haven and Holland and the wife of Howard Behm who serves as a Grand Haven Township Trustee.

The parade **begins at 6:00 pm** and will travel west down Franklin Avenue to Harbor Drive, north on Harbor Drive to Washington Avenue, and will proceed east on Washington to Central Park for the lighting of the Community Christmas Tree. Any promotional items, including candy, will be available to children of all ages at the tree lighting immediately following the parade. The tree lighting will also include a carol sing with Santa and Mrs. Claus, candy being handed out from local businesses and the Salvation Army Canteen will be on hand offering hot chocolate.

The Jingle Bell Parade is organized by The Chamber with the assistance of The Chamber of Commerce Ambassadors and community volunteers. In addition, the event is sponsored by ChoiceOne Bank, Grand Haven Board of Light & Power, RAMI, Straight Line Design, Tri-Cities Historical Museum, Preferred Automotive Dealerships, Best Western Beacon Inn, & Consumers Energy. For more information go to <https://grandhavenchamber.org/play/jingle-bell-parade/>

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