



FOR IMMEDIATE RELEASE

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The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg Announces the Transition of the Annual Jingle Bell Parade to the Grand Haven Coast Guard Festival

Grand Haven, MI – The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg is pleased to announce that the annual Jingle Bell Parade, a cherished and valued community tradition, will transition to the leadership of the Grand Haven Coast Guard Festival beginning this year.

For decades, the Chamber has had the honor of organizing and hosting this holiday tradition, an event that brings families, businesses, and neighbors together to celebrate the spirit of the season. The Chamber has taken great pride in producing the parade that reflects the warmth, creativity, and community pride that defines Northwest Ottawa County.

“As an organization dedicated to building community and supporting local traditions, it has been a privilege for the Chamber to lead the Jingle Bell Parade for so many years,” said Mark Allen, President and CEO of the Chamber of Commerce. “We are equally excited to see this holiday favorite enter its next chapter under the leadership of the Grand Haven Coast Guard Festival. Their deep roots in community celebration and event management make them the perfect partner to carry this tradition forward for many years to come. We know the Jingle Bell Parade is in exceptional hands with their dedicated team.”

“We are grateful for the Chamber’s leadership of the Jingle Bell Parade and are honored to continue the tradition of this valued community event” says retired USCG CDR Tracy Riley, Executive Director for the Grand Haven Coast Guard Festival. “Our team is committed to preserving the parade’s legacy and traditions while ensuring it thrives for future generations. We look forward to building on the strong foundation of the Jingle Bell Parade the Chamber has created.”

The Chamber will assist during this transition to ensure a seamless handoff and support the Coast Guard Festival as they prepare to host their first Jingle Bell Parade.

For questions regarding future participation, scheduling, or volunteer opportunities, please contact the Grand Haven Coast Guard Festival at 616.846.5940 or visit their website at www.coastguardfest.org.

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About the Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg - The Chamber of Commerce Grand Haven, Spring Lake, Ferrysburg has been serving businesses for over 125 years since 1899. Through their vision of empowering businesses and building communities, the Chamber provides local support, connections, and solutions for economic and business growth within Northwest Ottawa County.
www.grandhavenchamber.org

About the Grand Haven Coast Guard Festival – The Grand Haven Coast Guard Festival honors the men & women of the United States Coast Guard during the nationally recognized festival in Grand Haven, Michigan “Coast Guard City, USA”. The festival takes place annually during last week of July through the first weekend in August.
www.coastguardfest.org