



FOR IMMEDIATE RELEASE

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**Rochester Regional Chamber Foundation cancels the
Annual Rochester Area Hometown Christmas Parade for 2020**

Rochester, MI - The Annual Rochester Area Hometown Christmas Parade is a beloved, long-standing tradition hosted by the Rochester Regional Chamber Foundation with presenting partners Chief Financial Credit Union & Rochester University.

Every parade entry represents a collaborative effort among area families, businesses, non-profit organizations, schools, universities, and special interest groups. The parade attracts tens of thousands to the Rochester community and takes significant resources and coordination, to produce a spectacular parade of this magnitude.

As the largest Christmas Parade in Michigan with over 100 parade entries and drawing over thousands of individuals to downtown Rochester, Michigan, the official parade committee recognizes the immense responsibility to keep our residents, community organizations, and visitors safe, despite the current health pandemic. After several meetings with stakeholders, the Foundation Board of Directors made the difficult decision, in compliance with governmental regulations, to cancel the 2020 Rochester Area Hometown Christmas Parade.

However, the parade committee resolved to adapt plans and celebrate responsibly with a Parade Tribute, airing in July of 2021 – the 70th year of the parade. You can celebrate that Santa will still be visiting to honor participants and acknowledge the profound community support throughout our region. Announcements will be made on where to view this broadcast special through official RRC Chamber and Foundation channels in the coming months.

While this may not be the preferred method of celebration for many, our community is resilient in finding creative alternatives to ensure public safety and continued traditions. This is surely a memorable year and all the more reason to show our commitment as a vibrant community by pulling through together, giving back thoughtfully, and celebrating responsibly.

We anticipate the grand and safe return of the Rochester Area Hometown Christmas Parade on **Sunday, December 5, 2021!**

Foundation Partners

The Rochester Regional Chamber Foundation is privileged to have eleven community-minded businesses and organizations that are significant supporters of the Chamber. Thank you: Ascension Providence Rochester Hospital, Oakland University, Shelton Buick GMC, Bellbrook, Chief Financial Credit Union, Fox Automotive, Mattina, Kent & Gibbons; First State Bank, PAR Pharmaceutical, Rochester University, and Mocerri. We appreciate your leadership and expertise.

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ABOUT THE ROCHESTER REGIONAL CHAMBER OF COMMERCE:

The mission of the Rochester Regional Chamber of Commerce is to provide leadership and resources to advance business development in partnership with civic, cultural and educational interests for the benefit of its members and the community.

As a membership organization comprised of businesses in the greater Rochester area, the Chamber has been in existence since 1955. Over the past six decades, business leaders have contributed significantly to shaping our area into a nationally recognized community, deemed a desirable place to live, work and raise a family. Members of the Chamber, our business leaders, have given their time, talent and financial resources to benefit countless community-based organizations, projects and events. With their leadership, the Chamber has created and administered many programs and events that provide direct benefit to the community.