

## 3<sup>rd</sup> Annual Winston-Salem Ambassadors Holiday Parade to be held December 6, 2025 in Downtown Winston-Salem

Winston-Salem, NC – To celebrate the city's traditions, the Winston-Salem Ambassadors are holding their 3<sup>rd</sup> Annual Winston-Salem Ambassadors Holiday Parade. This is the 35<sup>th</sup> Year of the Winston-Salem Holiday Parade.

On Saturday, December 6<sup>th</sup> at 5 PM, you can expect more than 75+ entries including WS Dash's Bolt, marching bands, dance groups, a kazzoo band, the Re/Max Balloon, floats, dogs, and fancy horses, law enforcement vehicles of all kinds, decorated Jeeps, and smiling people, lots of fun and music, and more!

In addition, for the first time, the WS Ambassadors Holiday Parade will have a Vendor Village with more than a dozen vendors, this will run from 2-5pm on Spruce St, from 4<sup>th</sup> to Holly.

These entries will also be joined by the Mayor and City leaders, county officials, scouting troops of all kinds, and many community groups!

This year the parade marshals are Javier Correa-Vega and Wilson Weaver II. Correa-Vega, M.S., proudly serves as the Language Access Coordinator for the City of Winston-Salem's Human Relations. In 2023, he was appointed to the NC Governor's Advisory Council on Hispanic/Latino Affairs, where he continues his commitment to equity and representation across North Carolina. Assistant Police Chief Wilson S. Weaver II started his law enforcement career with the Winston-Salem Police Department in July 1984 and retired in January 2025 after a distinguished 40 year career.

The Parade will kick off with a Ribbon Cutting promptly at 4:55 pm at the intersection of 4<sup>th</sup> St. and Poplar St. The Parade then begins at 5pm. The parade route will head down 4<sup>th</sup> St., turn right on Liberty St., and end at Corpening Plaza where the City's Tree Lighting will immediately begin.

While the Parade will of course celebrate the most widely known and celebrated holiday, Christmas, the Parade also includes the celebrations of the winter solstice, Yule, Hanukkah, and Kwanzaa!

Commentators for the 2025 Parade will be Tanya Rivera, of WFMY News 2, and Tim Beeman, of Such n Such Media. The commentators stage will be located at 4<sup>th</sup> and Trade St.

All are invited to join the festivities; this event is free and open to the public. The Parade starts promptly at 5 pm and will continue on through rain, shine, snow, or pandemic. More Parade details can be found at [WSparade.com](http://WSparade.com).

The Ambassadors could not do the Parade without the help of wonderful local businesses, such as the Winston-Salem Dash, Quality Towing & Recovery, the Winston-Salem Theatre Alliance, Guardian Fueling Technologies, the Downtown WS Partnership, Visit Winston-Salem, and Salem Organic Supply, and of course, the assistance of the WS Police Department.

