



**FLAT RIVER
OUTREACH
MINISTRIES**



February 13, 2017

Dear Parade Participant,

It's time to start planning your entry for the Riverwalk Festival *FROM the Heart Parade*. The parade will commence on Saturday, July 8 at 12 pm.

To help encourage parade participation we have decided to bring back judging of the entries. The entries will be judged based on the theme and the theme is "Food". This parade is all about the food! We encourage people to dress up as food items or use them in your entry. Will be giving out cash awards: First place - \$150.00, 2nd place - \$100.00, 3rd place - \$75.00

Last year we added a costume contest for the kids as well as bike entries (see back of letter for more info).

The entry fee is a donation of five items of non-perishable food to support the Flat River Outreach Ministries (FROM) Food Pantry or \$5 cash. Your donation will make a difference! **This food must be deposited at the registration location.**

Our main concern is safety for all, so here are a few things to remember:

- Semi Trucks and over sized entries, please call the Chamber for specific line-up instructions! (897-9161)
- Per the City of Lowell Police, no objects of any kind including candy, may be thrown or passed out from the parade units or from the street.
- Parade entries found throwing or passing items from the street will be removed from the parade and may be barred from participation in future parades.
- You must be 16 and have a valid Drivers License to operate a motor vehicle. No reckless operation of motor vehicles will be allowed.
- Children on bikes are required to wear helmets.
- Animal Entries, please be prepared to clean up after your animals or expect to be at the end of the parade.

Parade line-up, instructions and route:

- Your Parade Number will be given out when you register.
- Parade registration begins 10:30 am.
- Parade entries are requested to report to the Registration Point at the corner of Hunt St. and Riverside Dr.
- To access the Registration Point at Hunt and Riverside Dr., approach from W. Main St., turn north on Hudson St. to Hunt St., turning east on Hunt where the Registration Point is located at the beginning of Riverside Drive You will deposit your entry fee of five non-perishable food items. (Be prepared to decide if you are on the North or South team!)
- Entries will be lined up heading south on Riverside Dr.
- Parking is available on side streets.
- Other entries will follow, proceeding south on Riverside Dr. and turning east on Main St.; turning north on Jackson St., turning east on Avery St. (Semi truck and large entries turn south on Jackson St., back to fairgrounds.)

Deadline for parade entries is Tuesday June 27, 2017 (application on back of letter). If you have questions, call Liz at the Chamber Office (616-897-9161). Don't forget your parade fee of **five items of non-perishable food or \$5 cash**. See you at the parade.

Sincerely,

Liz Baker

Liz Baker, Executive Director
Lowell Area Chamber of Commerce

Dawn Broene

Dawn Broene
Executive Director, Flat River Outreach Ministries

113 Riverwalk Plaza - PO Box 224 - Lowell, Michigan 49331
Phone (616) 897-9161 - Fax (616) 897-9101
E-mail info@lowellchamber.org - Web Site www.lowellchamber.org



FROM the Heart Parade Application

Parade July 8, 2017 | 12:00 Noon, Sharp!
Registration begins at 10:30 AM at the registration point:
Hunt St. & Riverside Dr.

Name of Group, Individual or Business
Contact Person
Address
City, State, Zip
Telephone
Email

Classification: (please check all that are applicable)

- | | | |
|---|---------------------------------------|--|
| <input type="checkbox"/> School/Youth Group | <input type="checkbox"/> Business | <input type="checkbox"/> Float |
| <input type="checkbox"/> Non-Profit/Service Group | <input type="checkbox"/> Queen/Court | <input type="checkbox"/> Car <input type="checkbox"/> Truck or Tractor |
| <input type="checkbox"/> Military/Fire/Police/EMT | <input type="checkbox"/> Media | <input type="checkbox"/> Semi-truck/Trailer |
| <input type="checkbox"/> Church Group | <input type="checkbox"/> Band/Musical | <input type="checkbox"/> Marchers/Walking Group |
| <input type="checkbox"/> Fair/4H Club | <input type="checkbox"/> Political | <input type="checkbox"/> Animal Unit |

Description: (number of people, vehicles, special needs, space required)

I have read & understand the Parade Rules: _____

Deadline: Tuesday, June 27, 2017

Please return form via: Mail LACC, Riverwalk FROM the Heart Parade, P.O. Box 224, Lowell, MI 49331
Fax 616-897-9101 | Email info@lowellchamber.org | Submit online here

For More Information:

Call 616-897-9161 or Visit: www.riverwalkfestival.org