



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

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PURCELLVILLE'S 4TH OF JULY PARADE

PURCELLVILLE, Va. May 10, 2017 — The Purcellville Volunteer Fire Department and the Town of Purcellville are pleased to announce that the annual Independence Day Parade will kick off at 12:30 p.m. on Tuesday, July 4th. The parade will march down Orchard Avenue, turn right onto Main Street, followed by a left onto Maple Avenue and conclude at Loudoun Valley High School. The parade route will be closed from approximately 12:00 p.m. until 2:00 p.m. to through traffic.

“Local Stars” has been selected as the 2017 parade theme and the top three patriotic entries will receive a ribbon and a banner to display throughout the parade. Participants are encouraged to creatively incorporate the patriotic theme, as well as consider including music and other crowd-pleasing elements to their parade entries. Winners will be chosen by the Independence Day Parade Citizen Volunteer group. Again this year the Purcellville Gazette will be handing off the "Liberty Cup," that is currently in the possession of the 2016 top winning entry, St. Peter's Episcopal Church, to the new 2017 winner. As a convenience for families with small children or those with sensitive hearing, a “quiet zone” will be designated on Main Street along the parade route. Marked by signage, the quiet zone is a section of the parade route void of canon fire, sirens, and loud music from participating entries.

For additional information, please contact Donnie Embrey with the Purcellville Volunteer Fire Department at 703-727-7191 or FORESTFFEMBREY@AOL.COM or visit [the Town's events page](http://www.purcellvilleva.gov/events) at <http://www.purcellvilleva.gov/events> to download an application.

The Town of Purcellville, Virginia

Purcellville is an award-winning town of nearly 9,000 residents located in Loudoun County, approximately 40 miles west of Washington, DC. It has been honored for its green initiatives, most recently with the prestigious Siemens Sustainability Award for Small Communities. The Town has an elected Mayor and six Town Council members. Once a stop along the W&OD rail line, Purcellville has maintained its historic old-town feel through the restoration and maintenance of its many downtown structures, reflecting the Victorian architecture popular during the early 1900s. Today, Purcellville is the economic hub of western Loudoun County and a popular weekend destination for antiquing, entertainment, farmer’s markets, wineries, breweries, distilleries and restaurants. More info at www.purcellvilleva.gov.

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Purcellville 4th of July Parade Application

The top three patriotic themed entries will receive a banner to display during the parade. Winners will be selected by the July 4th Parade citizen volunteer group and based on musical, creative and patriotic decorations incorporating the 2017 theme. Winners will be notified prior to the parade so that winning banners can be displayed during the parade.

Tips for Creating a Winning Unit

The Purcellville Fourth of July Parade attracts thousands of spectators. Make sure your parade unit is patriotic, as well as bold, big, unique, colorful, creative and entertaining! Don't forget to incorporate the use of this year's parade theme, "Local Stars" Special effects, animation and the use of music and sound will make your unit stand out. Good luck!



Parade Facts

Date: **Tuesday** July 4th
 Staging Time: Line up at 10:00AM
 Start Time: 12:30 PM
 Judging: During Parade line up at 12:00 – Please arrive early to ensure you get judged.
 Staging Area: Emerick Elementary parking lot, Orchard Ave, School St, Loudoun Valley Community Center
 Application Deadline: June 24th, 2017
 Entry Fee: Free
 Return your application to:
 Fax: 703-779-2310
 Email: FORESTFFEMBREY@AOL.COM
 Purcellville Volunteer Fire Department
 Attn: Donald Embrey, Parade Chairman:
 Mail: 500 N. Maple Ave Purcellville VA 20132

Organization Information

Organization Name: _____
 Primary Contact Name: _____
 Title: _____
 Mailing Address: _____
 City: _____ State: _____ Zip Code: _____
 Daytime Phone: _____ Evening Phone: _____
 Cell Phone: _____
 Best phone number to reach you on parade day: _____
 Email Address: _____
 Alternate Contact: _____ Phone Number: _____

About Your Organization

___ Business ___ School ___ Military ___ Non-profit
 Has your organization participated in the Purcellville Parade before? _____

Unit Entry Information

Emergency Vehicles (*Fire Apparatus / Ambulance, GPM, ALS/BLS*) (*GPM*) (*ALS/BLS*)

Number of vehicles: _____
 Type and make of vehicles: _____
 Unit description: _____



Marching

Number of participants in unit: _____

Unit description: _____

Float

Total size of unit: Width: _____ Length: _____ Height: _____

Size of flatbed: Width: _____ Length: _____

Size of tow vehicle: Width: _____ Length: _____ Type of tow vehicle: _____

Number of participants on float: _____

Age range of participants: _____

Number of walkers: _____

Unit description: _____

Specialty *(dance troops, drill teams, etc. not on a float)*

Number of participants: _____

Age range of participants: _____

Unit description: _____

Motorized

Number of vehicles: _____

Type of vehicles: _____

Unit description: _____

Animal

Type of animal: _____

Number of walkers: _____

Unit description: _____



Parade Regulations

1. No one under the age of 18 will be permitted to operate a motorized vehicle. Participants under the age of 18 must be supervised by a parent or guardian.
2. No organizations will be allowed to ask for or accept any donations in the parade route. Anyone accepting donations for their organization will be removed from the parade.
3. If you wish to distribute candy along the parade route, please be sure to toss items as close to the curb as possible so that children do not run into the street. For the safety of participants and spectators, please do not throw candy into the crowd.

If you have any questions please contact Donald Embrey, Parade Chairman at 703-727-7191 or FORESTFFEMBREY@aol.com.

Waiver, Hold Harmless, and Photo Release

By signing below I/We agree and understand that the Purcellville Volunteer Fire Department and the Town of Purcellville accept NO responsibility for false statements made by the applicants or entrants.

The Entrant, by his authorized signature below, hereby agrees to indemnify, hold harmless, and defend The Purcellville Volunteer Fire Department the Town of Purcellville, Virginia, its elected and appointed officials, employees, agents and successors in interest from all claims, damages, losses and expenses including attorneys' fees, arising out of or resulting, directly or indirectly, from the Entrant's participation in the July 4th Parade, provided that such claim, damage, loss or expense is: (1) attributable to personal injury, bodily injury, sickness, death, or to injury or destruction of property, including the loss of use resulting there from, and (2) not caused by the grossly negligent act or omission, or willful misconduct of the Purcellville Volunteer Fire Department, the Town of Purcellville, Virginia, its elected and appointed officials, or its employees acting within the scope of their employment. This Hold Harmless and Indemnification Clause shall in no way be limited by any financial responsibility or insurance requirements and shall survive the termination of this Parade Entry Form.



The Entrant understands that any misrepresentation in this application, deviation from the final approved specifications and activities described herein, or failure to abide by all Federal, State and Local laws, ordinances, policies and procedures may result in the immediate revocation of this approved Parade Permit and refusal to issue a permit in the future.

The Entrant, by his authorized signature below, hereby authorizes the Purcellville Volunteer Fire Department, the Town and/or its designee(s) to take photographs, videotape, record, or produce communications for this and/or future events for publicity, promotion, and media coverage.

Signature

Title

Date