

# PRESS RELEASE



## City of Bristol Tennessee

FOR IMMEDIATE RELEASE  
Wednesday, November 21, 2018

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### **City to live stream Downtown Bristol Christmas Parade on City Facebook page**

Downtown Bristol will come alive in the spirit of Christmas on Thursday, December 6<sup>th</sup> and with that the City of Bristol Tennessee is very excited to offer new ways to view the parade.

Last year without a lot of fanfare the City livestreamed the parade in its entirety to the world via the City's Facebook page. "We had over 102,000 people who saw that the City livestreamed the event. One lady who saw the parade commented saying it brought back great memories of being a child in Bristol and watching the parade. I am sure many of us have that same memory, I know I do. My little sister, brother and I, standing on State Street freezing, waiting for Santa," said Terrie Talbert, Director of Community Relations for the City. "One quote in particular was from a viewer in South Carolina who posted that she missed her hometown and that the parade was her favorite part of her holidays."

The parade will be livestreamed on the City of Bristol Tennessee's Facebook page (@CityofBristol,TN) beginning at 7:00 pm on Thursday, December 6<sup>th</sup>. For those who can't get out to see the bands, floats, walking units, can still have the opportunity to feel the energy of our downtown holiday atmosphere and be a part of the fun.

The City will also produce the parade so the community can once again experience it from any smart device. It will air it on BTES Channel 16 and Charter Channel 192 beginning on Saturday, December 8<sup>th</sup>.

And finally, the parade will be edited and produced in a package for one jam packed, fun filled viewing on the City's YouTube Channel WatchBTNTV.

The parade is being offered in a variety of formats this year. "From livestreaming, to BTN-TV, or YouTube everyone will have the chance to see your favorite float, niece, nephew, or grandchild in

the parade, to see Bristol's one and only annual Christmas parade in all its splendor," continued Talbert.

The parade begins at the corner of Morrison Boulevard and West State and travels to Martin Luther King, Jr. Boulevard.