

Atlantic City Winter Wonderland Parade is Saturday



Elliott, 4, and Glenn Seelhorst, 7, and Ashlie Jefferson, all from Absecon, wave as Santa and Mrs. Claus pass by on an Atlantic City firetruck during the Winter Wonderland Parade on Saturday. Photo: Matthew Strabuk Press Photographer

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ATLANTIC CITY — The city's annual Winter Wonderland Parade will step off at 11 a.m. Saturday on the Boardwalk.

With more than 80 groups registered to participate, this will be the largest Winter Wonderland Parade to date, more than doubling the size of last year's parade, the city said Thursday in a news release.

The parade will run from Rhode Island Avenue to Albany Avenue. Afterward, participants and spectators can go to O'Donnell Memorial Park at Atlantic and South Albany avenues for a post-parade celebration featuring holiday treats, music and entertainment.

“I announced during my State of the City address back in February we wanted to make history with this year’s Winter Wonderland Parade, and we’re well on our way to achieving our mission,” Mayor Marty Small Sr. said in a statement. "Kudos to the Mayor’s Office of Special Events, who have been working diligently to ensure we get the participation and crowds needed to make this a memorable and merry experience for our community and guests.”

The parade procession will feature appearances by Santa Claus, Mrs. Claus, the Grinch, local marching bands, city officials and representatives from the city's casinos, businesses and neighborhood groups. Participants will hand out gifts to spectators all along the parade route.

Participants with floats and vehicles should report to New Hampshire Avenue and the Boardwalk for check-in by 9 a.m. Saturday. All other participants should report to Rhode Island Avenue and the Boardwalk by 9:30 a.m. Questions about the parade should be directed to the Mayor’s Office of Special Events at 609-347-5823.