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FOR IMMEDIATE RELEASE

‘Parade of Lights: 125 Years of Schenectady’ 49th Annual *Daily Gazette* Holiday Parade set for Nov. 18; theme, sponsors, grand marshal and new award announced

Publisher John DeAugustine joined Mayor Gary McCarthy and a host of community leaders Monday at City Hall to announce the details of the 49th Annual Daily Gazette Holiday Parade.

This year’s theme, “Parade of Lights: 125 Years of Schenectady,” celebrates General Electric’s 125th anniversary in the Electric City.

The parade, which marches down State Street in Downtown Schenectady, is set to begin at Schenectady County Community College at 5 p.m. Saturday, Nov. 18, and organizers are promising a brighter parade than ever before.

“This year’s parade is quite special in that not only are we celebrating nearly 50 years of this spectacular event, the largest nighttime parade in the Northeast, but we are also marking 125 years since the founding of General Electric here in Schenectady,” Mayor Gary McCarthy said. “In 2017, as technology continues to advance, we are excited to begin utilizing smart technology to increase efficiency and improve the quality of life for our residents – following past rich traditions of our Electric City. I’d like to thank the *Daily Gazette* for hosting this year’s Holiday Parade, and welcome families from all across the region to join us as we kick off the 2017 holiday season.”

Nathan McCormick, Plant Manager for Steam Turbine and Generator at GE Power, said, “We’re proud of GE’s 125-year history of innovation and advancements for the world, which all began in Schenectady. The parade is a great way to celebrate this community’s rich heritage and we are honored to be an integral part.”

The city of Schenectady will oversee this year’s parade, which had been hosted by the Schenectady County Chamber of Commerce in previous years. But the parade’s operations will be taken over by the Daily Gazette, a family-owned newspaper published in Schenectady for more than 120 years.

“The Daily Gazette is extremely pleased to deepen its relationship with the parade,” Publisher John DeAugustine said. “The parade has been a very important part of the *Gazette*, for both the

ownership and all of the employees, for many years, so we're excited to continue our partnership with the parade and its incredible sponsors and participants — and make it stronger than ever.”

The Chamber will continue to be involved, playing a role in the planning of the parade. Mayor Gary McCarthy also announced a new award named after the late Chuck Steiner, who served as president of the Chamber before passing away earlier this year and was instrumental in the parade's success.

Steiner had a fondness for the parade's musical performances, and the new award will go to the band whose performance is deemed the strongest by a panel of expert judges.

The main corporate sponsors for the event are GE, Price Chopper/Market 32 and MVP Health Care. The grand marshal will be Robert McCormick, president and chief executive officer of TrustCo Bank, a financial institution founded in Schenectady 115 years ago.

Joining the *Daily Gazette* as media sponsors are iHeartRadio and WRGB CBS 6, whose own Anne McCloy will serve as one of the parade emcees. She and Mona Golub, VP of public relations and consumer services for Price Chopper/Market 32, will combine to provide colorful commentary during the parade.

The panel of judges — to determine who will receive the annual parade awards — were also announced. They are *Gazette* reporter Indiana Nash, who covers arts and entertainment; Richard Mare of Downtown Designs and David Siders of Experience and Creative Design.

“Price Chopper/Market 32 is thrilled to continue its sponsorship of and participation in the annual *Daily Gazette* Holiday Parade,” said Mona Golub, VP public relations and consumer services for Price Chopper/Market 32. “We consider it one of the greatest Capital Region traditions and relish the opportunity to kick off the season with family, friends and neighbors in downtown Schenectady.”

“For nearly 50 years, Schenectady's annual holiday parade has been a memorable way for thousands of families to kick off the holiday season,” said Ted Herman, MVP's vice president of marketing and communications. “MVP Health Care is proud to be a major supporter of this spectacular nighttime parade that not only celebrates the holidays but also showcases the many local businesses that make Schenectady so vibrant.”