

MEDIA FACT SHEET



WHAT: 103rd Annual Newport Beach Christmas Boat Parade with the theme, "Feelin' Christmas-Sea in Newport Beach!"

- Decorated multi-million dollar yachts, kayaks, canoes and other small boats will light up the harbor as a dazzling array of holiday lights and music fill the air.
- Oldest parade and most elaborate holiday celebration on water in the country featuring nearly 100 vessels and dating back to 1908. Attracts over one million viewers.
- Newport Beach Christmas Boat Parade is older than such holiday events as the tree lighting at Rockefeller Center and the Macy's Thanksgiving Day Parade.
- The event is presented by: Simple Green, Meguiar's and the City of

Newport Beach. Official Sponsors:: Visit Newport Beach, Inc. and Traditional Jewelers. Parade Sponsors: include the Balboa Bay Club, McKinna Yachts, Orange Coast Yachts, Ruby's Restaurant and Daily Pilot. The event is hosted by the Commodores Club of the Newport Beach Chamber of Commerce, and is partnership between various community and civic entities.

WHEN: Parade kicks off on **Wednesday, December 14, 2011** and runs nightly until **Sunday, December 18, 2011**. The parade runs from 6:30 pm and finished at approximately 9:00 pm each evening.

WHERE: Newport Beach, CA, charting a 14 mile route throughout Newport Harbor.

*Live commentary at Balboa Fun Zone with Captain Mike Whitehead. *Route map available

INTERVIEW OPPORTUNITY: Richard Luehrs, President & CEO, Newport Beach Chamber of Commerce & Organizer, Newport Beach Christmas Boat Parade

VISITOR/VIEWER INFORMATION

Where can guests view the parade?

Viewing areas available for the public on public beaches located on Balboa Peninsula, the Fun Zone and Balboa Island. Additionally, several establishments along the waterfront offer prime viewing.

Fireworks Show: Sunday, December 18, 2011, the final night of the Parade, will feature a fireworks show at approximately 9:00 p.m.

How did the Newport Beach Christmas Boat Parade Begin?

John Scarpa, an Italian gondolier, and Joseph Beek, the principal forces in the early development of Balboa Island, arrive in the Newport Harbor area in 1900. These two men establish the Tournament of Lights—an event that will continue for the century to come. In July 1908, the first lighted boat parade takes place. Scarpa, along with his fellow small boat operators, create a loosely organized affair consisting of nine vessels. The parade, illuminated by Japanese lanterns, is led by Scarpa's gondola followed by eight canoes. Thus, he is credited with creating the first lighted boat parade.

Useful Links: (includes photos of last year's winners, etc.)

<http://www.christmasboatparade.com>

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