

For Immediate Release

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**THE COMMODORES CLUB OF THE NEWPORT BEACH
CHAMBER OF COMMERCE ANNOUNCE PARADE THEME**

The 101st Annual Newport Beach Christmas Boat Parade theme is sure to inspire holiday cheer

NEWPORT BEACH, CA (April 24, 2009)—Spring time has just arrived, but the Commodores Club of the Newport Beach Chamber of Commerce is already planning the 101st Annual Newport Beach Christmas Boat Parade. The group collaboratively worked to develop a theme for this year's Parade that would inspire participating boats to creatively and uniquely adapt it in their decorating.

The Commodores announce this year's 101st Annual Newport Beach Christmas Boat Parade Theme: *The Joys of Christmas Toys*. Newport Beach Chamber of Commerce President & CEO, Richard Luehrs, stated, "In selecting this year's theme, the Commodores kept an eye out for participating vessels, choosing something that will allow for several unique interpretations." Parade Chairman, Ray Lewis of RW Lewis Builders added, "Children are such a big part of the Christmas Boat Parade that the theme, *The Joys of Christmas Toys*, will hopefully encourage participants to develop magical and child-like ideas for their boats."

The 101st Annual Newport Beach Christmas Boat Parade is scheduled for Wednesday to Sunday, December 16th – 20th. For more information, please visit www.ChristmasBoatParade.com. For more information on the Newport Beach Chamber of Commerce, please visit www.NewportBeach.com.

The Mission Statement of The Newport Beach Christmas Boat Parade is to celebrate a tradition of community pride by bringing Holiday Cheer and Good Will to all who participate and attend.

The Newport Beach Chamber of Commerce is a business organization of almost 1,000 members representing over 25,000 employees. The Chamber, with its five councils, committees, staff and valuable members, works with city officials, local businesses and the community at large to promote the local economy.

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