

Brockton's holiday parade set for 1 p.m. Saturday

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BROCKTON —

The 25th annual Downtown Brockton Holiday Parade on Saturday is expected to be bigger and better than ever, with activities from 9 a.m. to 4 p.m., including a new downtown treasure hunt sponsored by the Brockton Historical Society.

“Brockton is a big community that focuses on Christmas. All the downtown, Campello and Montello businesses work hard on the parade,” Mayor Linda Balzotti said. “It is going to be tremendous this year because it’s the 25th anniversary.”

The parade steps off at 1 p.m. The grand marshal will be John Ruiz, a Chelsea native and the only Latino heavyweight champion.

Downtown Brockton has a unique claim to Christmas celebrations. The late Brockton businessman James Edgar was the first official department store Santa Claus in the country.

John Merian, a spokesman for the Downtown Business Association and one of the parade organizers, said it’s all about people showing up and celebrating being a Brocktonian.

“The committee this year is an unbelievably talented group of individuals, putting in their volunteer time and sharing great ideas,” he said.

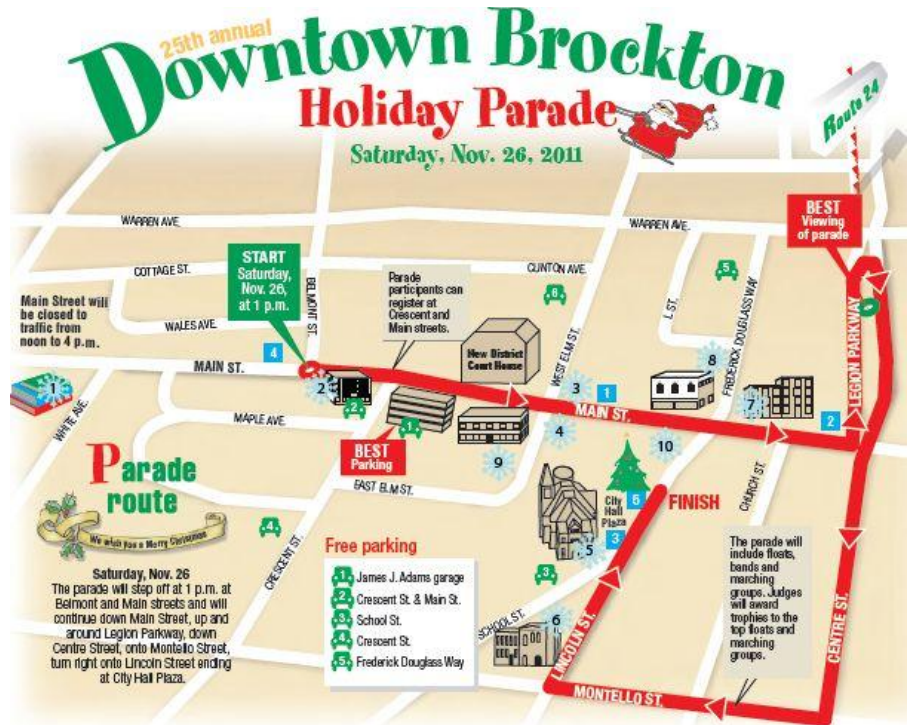
Businesses on Main Street will decorate their storefronts, creating a feeling of “Christmas Town.” Children will be able to have their pictures taken with Santa.

Main Street downtown will be closed to traffic from noon to 4 p.m. Saturday.

There will also be a holiday bazaar at city hall from 11 a.m. to 4 p.m., with 20 vendors, food, music and children’s activities.

The downtown treasure hunt, new this year, will ask participants to move from one location to another for various activities, from crafts and fun at the main branch of the Brockton Public Library to the bazaar at city hall and to historical sites, such as the Underground Railroad-Liberty Tree spot on Frederick Douglass Way and the former Thomas Edison power plant, now the Metro South Chamber of Commerce building.

“The energy is electric,” Merian said about the preparations to make the daylong event fun and memorable.



Paige Bartlett, 7, of Brockton walks with her Girl Scout troop at last year’s Brockton holiday parade