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NEWS RELEASE

FOR IMMEDIATE RELEASE

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Christmas Festival temporarily moves to new location *New website devoted to festival introduced*

PROSPER (October 2, 2107) The Prosper Christmas Festival will prove to be a stroll in the park this year, as construction downtown has resulted in the relocation of the 2017 version to Frontier Park. Planners expect the festival to return downtown next year.

Set for Saturday, Dec. 2 from 3 p.m. to 6 p.m., the festival will occupy the area near the soccer pavilion at Frontier Park, 1551 Frontier Parkway. The Rotary Club and Lions Club Christmas Parade will step off at 2:30 p.m., following a loop along the drives within the park, providing lots of perfect viewing positions.

While the festival will have a new location this year, navigating the event will be a virtual breeze thanks to ProsperChristmasFestival.org, a new website dedicated solely to the event. The website is specially-designed to provide complete information on the festival as well as answers to frequently-asked questions about the event, booth space and the Christmas parade.

As the event date draws closer, the website will provide a complete list of festival attractions and community stage performances by local youth and musicians. Just as importantly, it will also provide event-related traffic and parking information.

In addition, as a benefit for their support, festival sponsors are showcased on the website's home page, with links to their individual web locations. The new site allows for consolidation of all Christmas Festival related forms and submissions, providing a one-stop shop for sponsors, food and merchandise vendors, and parade participants to find information, decide on options, fill out the required documents, and submit them electronically.

The Christmas Festival continues to be among the most popular Town events of the year, bringing together thousands of area residents to celebrate the Christmas holiday season. The festival's traditional hometown flavor also serves to maintain the small town feel of the growing community.

Generous sponsorships help ensure that the festival is presented at no charge, with food and drinks available for purchase. Attendees will be treated to a plethora of fun activities, including rides, a variety of shopping options, food trucks, stage performances, Santa Claus in his workshop, and a dazzling fireworks display.

Parade entries are now being accepted. Proceeds from the parade's entry fees will benefit the Prosper Police Department's "Cops with a Claus" program. Started 17 years ago, program officials hope to provide gift cards for 17 families, helping them have a truly merry Christmas. More information about the parade can be obtained by contacting ProsperRotary@gmail.com via email.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper is a fast-growing suburb with small town charm, located 30 miles north of Dallas at the crossroads of U.S. 380, Preston Road and the Dallas North Tollway in Collin and Denton Counties. Prosper sits on 27 square miles and is home to more than 20,000 people. A home-rule municipality, governed by a council-manager form of government, the town has full-time fire and police departments, including its own dispatch service. As the Town grows to its projected build-out population of 70,000 residents, Prosper's vision is to remain a "Place Where Everyone Matters."