

121 W. Broadway St.
Prosper, TX 75078



NEWS RELEASE

FOR IMMEDIATE RELEASE

Media Contact: Celso Martinez, 972-623-8836

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Historic downtown area to be transformed on Dec. 3 *Eighth annual Prosper Christmas Festival runs from 3 p.m. to 6 p.m.*

PROSPER (November 22, 2016) On Saturday, Dec. 3, from 3 p.m. to 6 p.m., Prosper's downtown area will become a winter wonderland as the eighth annual Prosper Christmas Festival takes place.

Historic downtown Prosper will be transformed into a virtual playland of attractions for the popular event, including shopping, food for purchase, rides, and games for all ages. There is no charge to attend the event.

To add to the celebration of the joyous Christmas season, this year's festival carries the theme of "Saluting those who serve," as we remember and thank those who work to save and enrich the lives of others.

The Prosper Christmas Parade, hosted by the Prosper Rotary Club and Prosper Lions Club, will officially open the event, with a step off time of 2:30 p.m. The parade will take the customary route down Broadway Street. All proceeds from the parade entry fees will benefit the Prosper Police Department's "Cops with a Claus" program. The program provides gift cards to needy families.

Festival goers are encouraged to park at Reynolds Middle School, 700 N. Coleman Street, and take advantage of the free shuttle service to and from the downtown area. Shuttles begin at 2 p.m., in time to view the parade, and continue until the end of festival. There will be no public parking available in the downtown area. As usual, handicapped parking spaces will be located at the post office at Broadway and Coleman Streets. Handicapped plates or a temporary handicapped placard are required to park in that area.

The portions of Broadway and Main Streets within the downtown area proper will be closed at 8 a.m. on Dec. 3. McKinley Street will remain open until noon for patrons of downtown businesses. Streets along the parade route will close immediately before the parade begins and reopen immediately after the parade's conclusion.

A dazzling fireworks display will punctuate the close of the festival with colorful bursts set to a musical score.

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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 17,800 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."