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NEWS RELEASE

Downtown Windsor BIA seeks parade organizers

Windsor, ON — The Downtown Windsor Business Improvement Association (DWBIA) today announced that it will be issuing a Request for Proposals to identify qualified entities who could organize a 2012 Holiday Parade in Downtown Windsor.

Applicants will be able to download the RFP from the Downtown Windsor BIA's website at www.downtownwindsor.ca after 2:00 PM on August 3. Consultant/vendor evaluation criteria will include relevant experience, quality of products and/or services, and competitive cost. Proposals must be received no later than 4:00 PM E.S.T. on August 15.

"The DWBIA is excited about the prospect of bringing a holiday parade back to the city centre," said Larry Horwitz, DWBIA Chair. "We want to evoke community spirit and invite families, friends, downtown merchants and businesses to celebrate the holiday season and enjoy an evening parade and other festive experiences."

The DWBIA is also exploring other activities including, but not limited to, horse-drawn carriages, carolers, ice sculptures, and lighting displays.

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For more information:

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