



FOR IMMEDIATE RELEASE

MEDIA CONTACTS: Amanda Feld/Erin Ramsauer
Newport Beach & Company
Amanda@newportbeachandco.com
Erin@newportbeachandco.com
949.706.5306/949.467.2745

***Newport Beach Christmas Boat Parade Starts New Tradition
to Celebrate 106th Year***

America's longest running lighted Christmas boat parade in Newport Beach, California honors boaters with commemorative burgee and plaque

NEWPORT BEACH, CA (October 17, 2014)-For the first time ever, registered boaters in the Newport Christmas Boat Parade will be honored with a decorative burgee and plaque for their participation in the parade. The design of the commemorative burgee will change from year to year based on the parade's theme. The theme for the 2014 Christmas Boat Parade is **"Deck the Hulls with Bows of Jolly"**.

The Newport Beach Christmas Boat Parade and Ring of Lights home decorating competition is Newport Beach's Christmas card to the world. The boat parade runs for five consecutive nights, beginning Wednesday, December 17 and ending Sunday, December 21, 2014. Each night the parade starts at Bay Island at 6:30 p.m. and finishes at the same site at approximately 9:00 p.m., completing its 14.7-mile route around Newport Harbor.

"The 2014 Newport Beach Christmas Boat Parade, Newport Beach's Christmas Card to the World, is going to be bigger, better and brighter than ever! If you have not already, mark Wednesday, December 17th through Sunday, December 21st for what promises to be a spectacular



event," shared David Beek and Don Lawrenz, Co-Chairman of the 2014 Newport Beach Christmas Boat Parade Committee.

Each year, many boat and home participants decorate with millions of lights and decorations, which helped Newport Beach earn the designation in 2011 as the "#2 Destination in the Country for Holiday Lights" by *Yahoo Travel*. Additionally, the Christmas Boat Parade has been hailed as "One of the top ten holiday happenings in the nation" by the *New York Times*.

Serving, as the backdrop for the hundreds of lighted boats in the parade is the annual "Ring of Lights" contest. A spectacle all its own, beautifully decorated bayside homes and businesses surrounding the harbor go "all out" with their own holiday spirit, featuring everything from roof-top animated scenes to dancing Christmas trees. With its own judged categories and prizes awarded, the "Ring of Lights" has become as celebrated as the boat parade itself.

The Newport Beach Christmas Boat Parade and Ring of Lights are organized by the Commodores Club of the Newport Beach Chamber of Commerce. The organizing committees look forward each year to see how the boat owners and homeowners will decorate around the theme. Some boat owners in the past have spent over \$50,000 to decorate their vessels for the event.

With a significant positive financial impact on the city, especially to its restaurants, hotels and charters in terms of tourism, marketing and generating business during the holiday season, the Parade continues to be a highlight of the Newport Beach lifestyle.

For more information about the 106th Annual Newport Beach Christmas Boat Parade or to register your boat, please visit www.christmasboatparade.com.



For information on hotel packages, or restaurants with specials during the parade go to www.visitnewportbeach.com.

About the Newport Beach Chamber of Commerce

The Newport Beach Chamber of Commerce is a business organization of almost 800 members representing over 20,000 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.

About the Commodores Club

The Commodores Club is a council comprised of actively involved members of the Newport Beach Chamber of Commerce providing leadership, organization and fundraising support on business, social and community special events that promote the overall mission of the Chamber.

About Newport Beach & Company

Founded in January 2013, Newport Beach & Co. is a non-profit organization established to serve as the official marketing agency for the city of Newport Beach. The agency seeks to bring together all of the marketing entities connected to the Newport Beach brand, and is designed to oversee separate business units that include Visit Newport Beach, Dine Newport Beach, Celebrate Newport Beach, Enterprise Newport Beach and Newport Beach TV. Additionally, Newport Beach & Co. includes the Newport Beach Foundation focused on creative charitable endeavors that support the business community.