



“Soaring Into A Bright Future”

PRESS RELEASE

GERING MERCHANTS PRESS RELEASE

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Santa’s Village and Gering’s Holiday Parade Will Look a Little Different in 2020

(NOVEMBER 10, 2020 - GERING, NE) Like many community events of 2020; the Gering Merchants’ Santa’s Village and Gering Christmas Holiday Parade will look a little different as we officially kick off the 2020 Christmas holiday season in Downtown Gering.

Gering Merchants will set up Santa’s Village in the east parking lot of the Gering Civic Center this Saturday, November 14th starting at 8:00 a.m. All of the Santa’s Village houses have been revitalized with new lights and paint; **volunteers and media are invited to attend the Village set-up on Saturday.**

Santa’s Village lights will officially come on Friday, November 27, 2020 at 6:00 p.m. at the start of the Gering Christmas Holiday Parade 2020. In working with officials at the Panhandle Public Health District; the Gering Merchants first priority is keeping residents, families and visitors to the Village safe and healthy. The Village will be set-up throughout the Christmas holiday; with houses lighted at night for family visits and pictures. However, the normal Santa’s Village Saturday morning activities of visits with Santa, hot chocolate and cookies for the kids and touring inside the Village houses will not be available this year. A new Village addition this year will be a life-size cut-out of Santa; perfect for pictures with Santa’s likeness for 2020.

As of this release; **the 2020 Gering Christmas Holiday Parade is a go; themed “A Taste of Christmas” scheduled for Friday, November 27, 2020 beginning at 6:00 p.m.** The parade route starts at 10th & T Streets and travels south to Santa’s Village in the east parking lot of the Gering Civic Center. During the Parade; **NO CANDY THROWING FROM FLOATS OR WALK-ALONG CANDY DISTRIBUTION WILL BE ALLOWED** in accordance with public health directives. The Gering Merchants will hand out individual bags of candy to children after the parade at Santa’s Village; with all Merchants, volunteers and attendees required to wear masks and maintain social distancing along the parade route and at Santa’s Village.

Businesses and organizations are encouraged to get to work on their floats and entries for the Gering Christmas Holiday Parade on Friday night, November 27th and use them again at the Downtown Scottsbluff Holiday Parade on Sunday, November 29th. For questions on the Gering Christmas Holiday Parade and Santa’s Village and to enter your float in the parade; contact RaNae at 308.641.2842.

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