



For Immediate Release

Feb. 17, 2021

Town wins Festivals and Events Ontario award for Drive-thru Parade of Lights

Georgina, ON – The Town of Georgina has won a [Festivals and Events Ontario](#) (FEO) award for its Drive-thru Parade of Lights. The 2021 Achievement Award is new and is called the Adapt Pivot Evolve award. The Town partnered with the Georgina Kinsmen to bring an illuminated drive-thru Santa Claus parade to the Recreational Outdoor Campus (ROC) in December 2020.

“The past year brought a lot of change for our community because of the COVID-19 pandemic and the holiday season was different in many ways. The Drive-thru Parade of Lights allowed families to celebrate the season from the safety of their vehicles and get into the holiday spirit,” said Mayor Margaret Quirk. “I want to thank our Recreation Services team and the Georgina Kinsmen for putting this award-winning event together and offer my sincere congratulations. Staff, along with volunteers and the Kinsmen, were able to put some magic back into the holiday season with this wonderful event.”

The Drive-thru Parade of Lights took place on Dec. 5 and 6, 2020. Registration was required for this reverse-style parade that saw vehicles travel along the ROC parkway while experiencing a magical holiday tribute with festive lighting, community floats, and a visit from Santa Claus and his reindeer. Approximately 1,000 vehicles participated in the two-day event. The Kinnette Club of Sutton collected food and monetary donations for the Georgina Food Panty, and the Optimist Club of Keswick collected new, unwrapped toys for its annual toy drive fundraiser during the event.

FEO is a non-profit tourism association established in 1987 that is dedicated to the growth of the festivals and events industry in Ontario. The FEO achievement awards recognize excellence in festivals and events throughout the province.

For the latest information, news and updates on COVID-19 in Georgina, visit [georgina.ca/COVID-19](https://www.georgina.ca/COVID-19).

-30-

Media Contact: Tanya Thompson | Communications Manager | Office of the CAO
Phone: 905-476-4305, Ext. 2446 | Email: tathompson@georgina.ca | [georgina.ca](https://www.georgina.ca)