

Press Release
Immediate Release

FRANKLIN TO HOLD FIRST CHRISTMAS PARADE

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2021 will see another first for the City of Franklin. December 4, 2021 the City will hold it's first Christmas Parade in the history of the city. The parade will step off at 4:15pm from the intersection of Drexel and Schlueter Parkway.

"We're sensitive to the tragedy in Waukesha and wish to honor the spirit of those who were killed or hurt by participating in the celebration of the Christmas holiday season with a parade, an activity they were participating in," said Franklin Mayor Steve Olson. "We are aware of the circumstances surrounding the Waukesha tragedy and are confident that we'll provide a safe and enjoyable event for families."

Being the first year of the event, organizers have assembled a parade of family friendly entertainment that will allow for the annual tree lighting ceremony at 5:00pm in front of City Hall (9229 W. Loomis Rd.).

Activities will be held all afternoon at the civic center with the Franklin Public Library providing programs and entertainment for children beginning at 1:30pm at the library. Santa will be on hand to take gift suggestions from the children along with refreshments, stories and caroling.

"The size and character of our planned parade lends itself to a very safe and entertaining event for this first year," said Ann Adamski, parade organizer. "We considered the impact on the Waukesha victims and their families and together feel the size and timing to be respectful" said Mayor Olson.

The Franklin Historical Society will provide tours and programs in the historical buildings at Lion's Legend Park as well as non-denominational church services at 3, 4 and 6pm.

The Franklin Noon Lions, Lioness's and South Suburban Chamber of Commerce are sponsoring the parade and tree lighting ceremony and providing gift bags to each family.