



# CITY OF BALDWIN PARK

## Department of Recreation & Community Services

### PRESS RELEASE

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#### ***FOR IMMEDIATE RELEASE***

**Date:** October 18, 2018  
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## **Commemorating community excellence at Baldwin Park's annual Anniversary Parade, Saturday, November 3**

**BALDWIN PARK, Calif.** (October 18, 2018) – Residents, business owners and community members are invited to line Baldwin Park Boulevard for the City's 62<sup>nd</sup> Anniversary Parade. The "Celebrate Baldwin Park Parade" kicks off Saturday, November 3, at 9:45 a.m. and includes a weekend carnival, November 1-4 at Morgan Park, 4100 Baldwin Park Boulevard.

This year's event is themed "Commemorating Community Excellence." City officials plan to showcase Baldwin Park's excellence through its community groups, local businesses and residents, and a presentation of the first ever *Key of the City*.

"The Anniversary Parade will highlight the City's efforts to celebrate the spirit of excellence that is part of our community," said Mayor Manuel Lozano. "It's an opportunity for our city to come together and experience what makes Baldwin Park a wonderful place to live and do business."

At the conclusion of the parade (12:45 p.m.), festivities will include the presentation of the *Key to the City*, which will be awarded to In-N-Out, the iconic burger chain founded here in the City of Baldwin Park back in 1948 by Harry and Esther Snyder. In addition, the City will present the company with a proclamation in honor of their 70<sup>th</sup> Anniversary. "We hope everyone comes out to celebrate this momentous occasion in our City's history as we recognize the extraordinary contributions In-N-Out has made to the City of Baldwin Park and the Southland, and we commemorate community excellence," Mayor Manuel Lozano said.

The parade route will be along Baldwin Park Boulevard between Olive Street and Ramona Boulevard and conclude at Morgan Park's Cesar Chavez Amphitheater with the special awards

ceremony. Organizers are calling on residents and community members to line up along the parade route to cheer on their favorite school/community group, float or band in the parade.

“The parade allows residents to continue the longtime tradition of cheering on parade participants,” noted City Manager Shannon Yauchzee. “For some, this celebration is a family event where multiple generations are able to come together year after year and be part of the Anniversary Parade.”

The Anniversary Parade’s grand marshal will be Alysha Del Valle, traffic anchor and reporter for NBC4 Southern California’s morning newscast, “Today in LA.” A native Southern Californian, Del Valle is one of the region’s most recognized newscasters.

“The selection of a grand marshal is always an exciting and central part of the planning efforts,” said Manuel Carrillo Jr., Director of Recreation and Community Services. “Alysha was a perfect fit to serve as this year’s honorary guest, due to her keen interests and involvement in local service projects across Los Angeles County.”

Del Valle is also well-known for giving back to the community. Her work spans across beach clean-ups, book fairs, feeding the hungry, as well as associations to assist at-risk youth. She is on the board of the USC Neighborhood Academic Initiative, the Weingart East Los Angeles YMCA, and is active among several Latino nonprofit groups. She has been recognized by the City of Los Angeles for her community work and received the Impact Award for Excellence in Broadcast Journalism by the National Hispanic Media Coalition.

An estimated 80 entries – including marching bands, school and community groups, businesses from Baldwin Park as well as community participants throughout Los Angeles County – will make up the Anniversary Parade. This year’s host band, Baldwin Park High School, will proudly represent the Baldwin Park Unified School District. Also on tap for the event is the participation of Eleanor Roosevelt High School’s 275-member band from the City of Eastvale, making it the largest band on the parade route. “The dynamics of the parade are always very celebratory with a weekend that lights up the city in cheer and comradery, being in unison with fellow residents and communities throughout the region,” Lozano said.

The Anniversary Parade will be complemented with a carnival that begins Thursday, November 1, and concludes Sunday, November 4. The carnival will feature various carnival-style rides, games and food booths for the entire family. Carnival hours are from 5 p.m. to 10 p.m. Thursday and Friday, and from 1 p.m. to 11 p.m. Saturday and Sunday.

Admission to the carnival is free, although ticket costs for rides and vendors vary. There will also be a carnival opening night special of only \$1 per ride, available and valid only on Thursday from 5pm-10pm. Additional discounts for the carnival include the unlimited ride wristband for only \$15 with coupon on Saturday or Sunday only from noon-6pm.

For more information, call (626) 813-5245 or visit [www.baldwinpark.com](http://www.baldwinpark.com)

***About Baldwin Park***

*The City of Baldwin Park Department of Recreation and Community Services provides year-round recreation activities and community services to residents of Baldwin Park and surrounding communities. For additional information, please contact the Department of Recreation and Community Services at (626) 813-5245.*

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