

**For Immediate Release**

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**City of Baldwin Park to Celebrate the Holiday Season with Annual Parade and Winterfest on Dec. 7**

**BALDWIN PARK, CA** — Come celebrate the holiday season in style at the City of Baldwin Park's annual Holiday Parade and Winterfest event on Saturday, Dec. 7! This cherished community tradition promises a day filled with festive spirit, family fun and opportunities to connect with neighbors and friends.

"The Holiday Parade and Winterfest are some of Baldwin Park's most beloved events, showcasing the joy and unity that make our City so special," said Baldwin Park Mayor Emmanuel J. Estrada. "I invite everyone to join us for this incredible celebration that truly captures the heart of the holiday season. From the dazzling parade to the Winterfest festivities, there's something for everyone, and we can't wait to see you there."

The festivities kick off at 9:45 a.m. with the Holiday Parade, a vibrant procession of music, colors and holiday cheer. The parade will travel along Baldwin Park Boulevard, starting at Olive Street and concluding at Morgan Street, offering spectators of all ages prime viewing opportunities. Parade-goers can expect an enchanting lineup of floats, marching bands and community groups, culminating in a special appearance by Santa Claus, who will spread holiday cheer to attendees along the route.

This year's Grand Parade Marshal is Tony Cabrera, a familiar face to Southern California residents. Cabrera is a general assignment reporter and weekend morning weathercaster for ABC7 Eyewitness News, and he brings a wealth of experience and community pride to the event. A graduate of the University of Southern California, Cabrera has built an impressive career in broadcast journalism and is proud to call Southern California home with his wife and four children.

After the parade, the festivities will continue at Morgan Park with Winterfest, a celebration packed with holiday-themed activities for the entire family. Free ice skating will be available from 12-5 p.m., and the snow play area will be open from 1-5 p.m., bringing a winter wonderland to Baldwin Park. Kids can enjoy crafting holiday creations at Santa's Workshop, while parents and shoppers explore the holiday boutique featuring a unique selection of crafts and seasonal décor starting at 11 a.m. A live DJ will keep the holiday spirit alive with festive music throughout the day.

The City of Baldwin Park invites everyone to join in the celebration and create unforgettable holiday memories. Whether you're cheering on the parade, enjoying winter activities or finding the perfect holiday gift, this day of festivities has something for everyone.

The parade will require street closures at intersections along Baldwin Park Boulevard between Arrow Highway and Ramona Boulevard on Dec. 7 from 6 a.m. to 2 p.m. Any residents or interested attendees with questions about the one-hour-long parade or the subsequent activities at Morgan Park should contact the City of Baldwin Park at (626) 813-5245, ext. 311 or [srecreation@baldwinpark.com](mailto:srecreation@baldwinpark.com).

**About the City of Baldwin Park**

Baldwin Park is a nearly seven-square-mile, suburban community of 72,000 residents in the heart of the San Gabriel Valley. As the hub of the San Gabriel Valley, Baldwin Park is known for its ease of access and mobility, young and diverse residents, and vibrant, growing business community. For more information, visit [baldwinpark.com](http://baldwinpark.com) or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark\_CAGov), and Twitter (BaldwinParkCA\_).