



CITY OF BALDWIN PARK

Press Release

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City of Baldwin Park Transforms into a Winter Wonderland for Annual Holiday Parade & Winterfest

BALDWIN PARK, CA – On Saturday, Dec. 6, the City of Baldwin Park invites the community to welcome the holiday season with its annual Holiday Parade and Winterfest! This beloved tradition has some exciting upgrades this year, promising even more special festivities, including live reindeer and a petting zoo.

“There’s no better way to feel the warmth of the holidays than gathering with your friends and family to experience the Parade and Winterfest,” said Baldwin Park Mayor Alejandra Avila. “Each year, our staff work tirelessly and partner with many local organizations to showcase our Baldwin Park winter spirit. This celebration helps residents of all ages experience holiday magic right here in our own community.”

City celebrations begin at 9:45 a.m., where our community will gather along Baldwin Park Blvd., between Olive St. and Ramona Blvd., for the start of the Holiday Parade. Full of light, music and community pride, the parade promises excitement for all. Parade-goers can expect a festive 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 Michelle Trujillo, a local meteorologist on Telemundo 52. Trujillo has been recognized with two Emmy Awards and is a spokesperson for Telemundo 52 for the American Heart Association to help raise awareness about heart disease prevention in the Latino community.

At the conclusion of the Parade, the celebration will continue at Morgan Park with the City’s annual Winterfest and an awards ceremony recognizing the Sweepstakes-winning marching band and the top float or group in the Parade. From noon-5 p.m., families can enjoy snow play areas for children, a charming holiday boutique and new enchanting features that offer something fun for everyone. These new activities include live reindeer, a festive petting zoo, seasonal arts and crafts and holiday-themed bounce houses.

You don’t want to miss this spectacular start to the holiday season! So, grab your cameras and get ready to create picture-perfect memories at the Baldwin Park Holiday Parade and Winterfest.

Admission to the Holiday Parade and Winterfest is free. To learn more about the celebration, visit <https://baldwinpark.com/Calendar.aspx?EID=1400&month=12&year=2025&day=6&calType=0>.

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 or follow Baldwin Park on Facebook (@BaldwinParkCAGov), Instagram (BaldwinPark_CAGov) and Twitter (BaldwinParkCA_)

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