

CHERRY FESTIVAL



2019 Parade Information

The San Leandro Cherry Festival is a long-standing San Leandro tradition celebrating our past, present and future! The first San Leandro Cherry Festival was held in 1909; this year will mark the 110th Anniversary. Many things have changed over the years, but one thing remains the same -- the strong sense of community identity and pride the Cherry Festival brings to San Leandro.

This year's Cherry Festival will be held on Saturday, June 1, 2019 from 11 a.m. to 6 p.m. in historic downtown San Leandro on West Estudillo Avenue between Hays Street and San Leandro Boulevard. **For the sixth year, the Cherry Festival will kick off with a parade prior to the festival at 10:00 a.m. from the Boys and Girls Club!** The early Cherry Festivals began with a parade and we want to continue this wonderful tradition.

We encourage all San Leandro residents to partake in the festivities of the parade, as participants or as spectators. If you wish to participate in the parade, please read the information provided below and complete and return the attached form.

Staging

All participants of the parade are asked to gather at the Boys and Girls Club back parking lot at 401 Marina Boulevard at 9:00 a.m. for staging. If you are a walking group, please park close to the Cherry Festival and walk to the Boys and Girls Club, and *please* be on time. Late arrivals may lose their place in the parade.

Youth Participants

All groups with children under 18 years of age will be required to have an adult chaperone with the group. Chaperones must stay with the children. In general, one adult for every ten youth is encouraged.

Floats

All floats must be safe for both float participants and spectators. The City reserves the right to pull from the parade any float we consider unsafe. All people and props should be secured on the floats so they do not fall out along the parade route at any given time.

City Officials

Current elected political office holders who represent the residents of San Leandro and former Mayors of San Leandro are welcome to ride a vehicle in our parade (a car may or may not be provided). Candidates for office will not be allowed to ride in a car, though they are welcome to create a float or other creative form of parade entry for participation.

Parade Route

Parade begins at the Boys and Girls Club from the staging area and ends at the main stage of the Cherry Festival. All floats and cars will be instructed to park in a designated area.

Family Friendly Atmosphere

All parade entries must be appropriate for audiences of all ages and cultures. The parade committee reserves the right to eliminate any entry not appropriate for the City's diverse audience.

Awards

After the parade, please join us at the main stage for the awards ceremony. Parade awards will be given in the following categories:

- San Leandro Spirit Award
- Cherry Festival Award
- Creativity Award
- Youthful Spirit Award
- Musical Award
- School Award
- Best Float Award
- Association/Organization Award
- Business Award

If you have any questions or would like more information about the Cherry Festival Parade, please call Susan Criswell at (510) 577-6079 or email at scriswell@sanleandro.org

Logistical support of the Cherry Festival Parade is provided by the San Leandro Recreation and Parks Commission.

San Leandro Cherry Festival Parade 2019 - Application

(Please Print Clearly)

Name of Business/Organization: _____

Contact Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Cell or business: (_____) _____ E-Mail Address: _____

Parade Entry Type – select all that apply:

Walking group Marching Band Music/Singing Float (Trailer/Truck)

Car Elected Official

Other Performance Group Type of performance: _____

Expected number of parade participants: _____ Length of Entry: _____

Does your group include children under 18 years of age? yes no (If yes, complete chaperone info)

Name and cell phone for primary chaperone Name: _____

Cell phone: _____

Blurb for announcers to read as entry passes judging stand (50 words or less): _____

PLEASE COMPLETE BACK OF FORM

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(Please Print Clearly)

RELEASE OF LIABILITY, INDEMNIFICATION AND HOLD HARMLESS

I, _____ have read both the application and information sheet and agree to comply with all the rules and regulations of the Cherry Festival. In order to participate in the Cherry Festival, on behalf of the organization I represent, I agree to assume all risks inherent in and arising from participating in this activity and agree to indemnify and hold harmless the City of San Leandro, it's Officers, Employees, Boards, Commissions, Volunteers and Agents from and against any injury, damage, claims, actions or suits arising out of the City of San Leandro Cherry Festival, including those caused by negligence of the parties being indemnified and/or any dangerous condition of property of the parties being indemnified, and further agrees to defend and indemnify the City of San Leandro from and against any injury, damage, claims, actions or suits arising out of or connected with the City of San Leandro Cherry Festival. I acknowledge that the City of San Leandro takes photographs or other recordings of its activities and events for publicity and authorize the use of my image by the City. I declare that I am authorized to provide the information given herein, and that, to the best of my knowledge and belief, it is true and accurate. I have read and understand the above agreement. I further understand that it is binding upon myself and my organization, party/parties which I represent.

Signature: _____ Date: _____

Please return completed form by May 24, 2019 to

**Susan Criswell, 835 East 14th Street, San Leandro, CA 94578
Email: scrisswell@sanleandro.org**