



## Seventy Percent More Likely To Attend Earlier Carolinas' Thanksgiving Day Parade

**CHARLOTTE, NC – July 30, 2008** – An online survey of Charlotte metro residents indicates that 70 percent of respondents are more likely to attend the 2008 Carolinas' Thanksgiving Day Parade because its start time has been moved back from 1:00 PM to 10:00 AM.

“This finding – among others - confirms that we are on the right track with the changes we are making to align the parade with our vibrant, changing region,” says Linda H. Vespa, executive director of Carolinas' Carrousel, the non-profit organization that mounts the annual holiday event. “Respondents also told us that they want high caliber entertainment and kids-oriented entertainment in the parade, and would love for uptown restaurants to be open so they could eat there after the parade.”

Survey results also show that nearly 80 percent are aware of the annual parade, and that approximately 42 percent have attended the parade at least once. Twenty percent have attended between two and five times, and 12 percent have attended 6 times or more.

Transportation issues are important to parade goers. Although 61 percent say they would prefer to use their own vehicle to travel to the parade, 32 percent said they would use light rail, four percent said they would ride a bus or shuttle, and two percent said they would prefer to walk.

When asked “what do you think best represents the new vibrancy of Uptown Charlotte,” respondents said:

- Uptown Retail/Restaurants 31.7 percent
- Uptown Entertainment Opportunities 30.5 percent
- People Living Uptown 26.3 percent
- Pro Sports Venues 7.2 percent
- Center City Neighborhoods 4.2 percent

### About Us

The Carolinas' Thanksgiving Day Parade has evolved over more than six decades as a regional tradition and highlight of the Holiday Season. Founded in 1947 by four local businessmen to attract holiday shoppers to uptown Charlotte, the Thanksgiving week events have become so much more. The Parade and its ancillary events are produced by Carolinas' Carrousel, Inc., an independent, volunteer, non-profit, charitable organization. Carolinas' Carrousel is committed to enhancing regional area's community life through quality family oriented entertainment. The Parade officially announces and celebrates the beginning of the Holiday Season. In addition, it promotes excellence through awards to area high school students and marching bands. The Carolinas' Carrousel also exists to offer business, industry, and the local citizenry the opportunity

of participating in showcasing the region and encouraging academic excellence in the future leaders of the area.

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