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Survey: Citizens' Thoughts Wanted On Enhancing Carolinas' Thanksgiving Day Parade

CHARLOTTE, NC – June 12, 2008 – Population growth driven primarily by newcomers combined with the new vibrancy of uptown Charlotte has the organizers of uptown's annual Carolinas' Thanksgiving Day Parade asking questions about how the event currently is perceived. The group wants citizens from around the region to take an online survey, a link to which can be found at www.carolinasthanksgivingparade.org.

"Charlotte's Center City has changed dramatically in the past five years. There are more people living uptown, there are more restaurants, the new light rail has improved accessibility, consequently it is a more vibrant area around-the-clock," says Linda H. Vespa, executive director of Carolinas' Carrousel, Inc., the nonprofit organization that mounts the annual holiday event. "The same can be said about our region that has seen so much growth, drawing newcomers from around the country and the world. We want to ensure that the Carolinas' Thanksgiving Day Parade truly reflects the region's changing character. So, we are asking citizens to provide their thoughts in a survey that is online now."

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 an independent, volunteer, non-profit, charitable organization, Carolinas' Carrousel, Inc.

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 academic and artistic 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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