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# NEWS ADVISORY

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## 4<sup>th</sup> of July Parade Goes Virtual

NOVATO, CA – Novato residents and business owners who would like to participate in a hometown Independence Day celebration will get to do just that – not with a traditional parade because of the COVID-19 pandemic but in a festive video program featuring contributed clips from the community.

The 2021 version of the Novato 4<sup>th</sup> of July Parade will be entirely virtual because of continued uncertainty regarding the holding of large public gatherings. The all-volunteer Novato 4<sup>th</sup> of July Parade Inc. Board of Directors unanimously voted to celebrate the holiday with a show that will be featured on Novato Community Television (NCTV), the parade's Facebook page, and YouTube.

“Celebrating the history of our great nation will again be different this year since, once again, we won’t be able to come together in person,” said Pam Wycliffe, Parade Committee Chair. “Over the next few months, we will create a free, virtual event for the entire community to enjoy. The theme will be Hometown Heroes, so we encourage everyone to pay tribute to the hard-working local folks who have helped us survive this pandemic for over a year.”

To have the virtual celebration include as many residents and businesses as possible, the Parade Committee is asking for family-friendly video submissions or high-resolution photos thanking an inspirational figure or group for COVID-19 community service and/or celebrating patriotism. The video can be a simple “Happy 4th of July, Novato!” All videos and photos can be submitted [via WeTransfer.com](http://WeTransfer.com).

The deadline to submit a video or photos is June 1. Submitted videos should be 15 to 60 seconds, plus an additional 30 seconds for performances. Photos must be shared in a large digital size to prevent pixelization. Note that copyrighted music embedded in videos may be muted to meet legal requirements.

The Novato Parade Committee is a 501(c)(4) nonprofit group and receives in-kind and financial support from the County of Marin, the City of Novato, and countless sponsors and donors.

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