



MEDIA RELEASE

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Cariann Stafford named Grand Marshal of 73rd Annual Burlington Christmas Parade

BURLINGTON, NC—

The 73rd Annual Burlington Christmas Parade will bring holiday cheer to Downtown Burlington on Saturday, November 23rd starting at 10:00am. B-town Events, the City's special events division, and the Burlington Recreation & Parks Department are excited to announce Cariann Stafford as Grand Marshal of the historic parade. Ms. Stafford owns and operates Alamance Therapeutic Massage & Yoga as well as Downtown Yoga & Barre both located on Front St.

Ms. Stafford is an advocate for Downtown Burlington. Her businesses are within the Main Street District (MSD) where she serves as a volunteer liaison for Downtown Merchants. Through her role on the Burlington Downtown Corporation's Promotions Committee and her leadership in running downtown merchant meetings, she has been key to the success of merchant-led downtown programming. Ms. Stafford helped establish the Downtown Ladies Nights held throughout the year and is a driving force behind the upcoming Dtown Btown Holiday Fest (Saturday, November 30th). She also hosts local resale markets in her businesses during downtown events.

Nominated by her Front Street neighbor, Geneice Bey of GeGe The Neighbor's Cupcakery, Ms. Stafford was identified as a key leader in bringing new faces to Downtown Burlington. "Cari does everything she does for the community out of the kindness in her heart. She never asks for anything in return and is always willing to lend a helping hand. She truly has Burlington's best interest at heart and it is rare to find someone like her," said Ms. Bey.

"Cariann has been a fixture in our downtown community for years and has provided invaluable leadership on events and promotions for downtown businesses. Her cooperative spirit is helping to reinvigorate our community, and her hard work has inspired her peers to get involved as well," said Jessica Pasion - Executive Director, Burlington Downtown Corporation.

As Grand Marshal, Ms. Stafford will lead the parade in a horse-drawn carriage. For more information on the Burlington Christmas Parade and other City of Burlington Special Events, visit btowneventsnc.com.

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"The City of Burlington is dedicated to providing high quality municipal services within our diverse community in a friendly, professional and efficient manner in order to promote the safety, health, and quality of life of residents and employees."

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