



La Jolla Christmas Parade & Holiday Festival Foundation

La Jolla Christmas Parade

SUNDAY Dec. 3rd 1:30 pm

Girard Avenue



Original Art "Castles in the Sand" by Tom Browning

'Christmas on the Sand'

Holiday Festival 11:30 am - 4:00 pm

Visit Santa's Village - Entertainment

1008 Wall Street in front of the Athenaeum Music & Arts Library

www.ljparade.com

2023



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of La Jolla





La Jolla Christmas Parade and Holiday Festival Foundation

Welcome to the 67th Annual La Jolla Christmas Parade & Holiday Festival "Christmas on the Sand." Our theme celebrates our coastal Institutions and individuals who have been making La Jolla a jewel for more than 100 years. As Grand Marshal we honor our Miramar Marines represented by General Michael Borgschulte, 3rd Marine Aircraft Wing, Air Station Miramar. Our Civic Marshals are the La Jolla Lifeguards represented by Lonnie Stephens. Our Traditional Marshal is Jana Mazurkiewicz Meisaroshi, Founder and Director of Yiddishland CA. Our Cultural Marshal is the La Jolla Playhouse, represented by Christopher Ashley and Debbie Bucholtz. Our Education Marshal is UCSD, represented by Chancellor Pradeep Khosla, and Our Military Marshal is Mt Soledad Memorial Association, represented by Neil O'Connell.

The Parade starts with an amazing Fly-

over, courtesy of the Antique Aircraft Museum and Bill Allen, who created this wonderful tradition more than 40 years ago. Traveling the route will be dozens of floats, bands, marching units, equestrians, and vintage vehicles, the 'Parade of Packards', fire engines, and Beauty Queens. A special feature of the Holiday Festival this year, is Santa's Village, brought to us by the generosity of the Kiwanis Club of La Jolla. It includes visits with Santa, arts and crafts and interactive activities courtesy of Birch Aquarium, The Museum of Contemporary Art San Diego, the La Jolla Riford Library, La Jolla Youth Robotics. An educational exhibit provided by Yiddishland California returns this year and an outdoor kids play area created by My Gym La Jolla will be joining again this year. Amazon Fresh will be at the Holiday Festival providing information and coupons.

This event is funded by community dona-



Honorary Parade and Festival Chairs:

Ann Kerr Bache, Charles Hartford, Jack McGrory, and Bill Kellogg.

tions from businesses, and residents. Please consider a donation to help keep the parade marching. It is made possible by the Christmas Parade and Holiday Festival Committee who dedicate countless volunteer hours to make the Annual event the best ever! Special thanks and Mike Cynthia-Adams Carlin (Parade Directors) for their many years of service and expertise to insure smooth operation and a safe and fun event for the whole family and community. The Parade and Festival would not be possible without Jack McGrory and Bill Kellogg, Parade Co-chairs who have helped raise the funds to support

this La Jolla Christmas Parade and Holiday Festival Foundation event for many years. But this year the parade and festival would not have been possible without our very Special Christmas Angel – Dianne Bashor. She responded to our last minute plea by donating critical funds needed to secure vendors to obtain our permit. We are extremely grateful to her and to all our donors and sponsors who responded to our requests to keep our La Jolla tradition alive. Entries span from the border to north county; about 80 percent of the entries are returning, and we are welcoming 20 percent new.

La Jolla Christmas Parade & Holiday Foundation

Honorary Marshals

Grand Marshal Miramar Marines Major General Michael Borgschulte



Major General Borgschulte is the Commanding General of the 3rd Marine Aircraft Wing headquartered at Marine Corps Air Station Miramar. In 1991 he earned a BS in Oceanography from the Naval Academy, and he was designated a Naval Aviator in 1993. He was then associated with helicopter units as a pilot, trainer, and forward air controller. When promoted to Colonel in 2013, he became Commander of a Marine Air Group, then advanced to his current position commanding one of the three Marine Air Wings. He had combat deployments in Iraq and Afghanistan. His decorations include Defense Superior Service Medal, Legion of Merit, Bronze Star Medal, Defense Meritorious Service Medal, Meritorious Service Medal w/two gold stars, fourteen Strike/Flight Air Medals for combat operations in Iraq and Afghanistan, an individual Air Medal for personal action in Afghanistan, a Joint Commendation Medal w/gold star, and a Navy Marine Corps Commendation Medal w/two gold stars. He has amassed over 3700 total flight hours including nearly 1000 Night Vision Goggle hours and more than 700 combat hours in Iraq and Afghanistan.

Civic Marshal Lonnie Stephens La Jolla Lifeguards



From Bird Rock Avenue to the North end of Blacks Beach the La Jolla Lifeguards humbly serve in this beautiful coastal community. They are responsible for water safety, cliff rescue, underwater search and recovery, swift water and flood rescue, and boating safety and enforcement. They are recognized and respected as a model organization having the confidence of the public. The Lifeguard Division of the San Diego Fire Department is comprised of 100 permanent Lifeguards and 230 seasonal Lifeguards.

Education Marshal Pradeep Khosla



Pradeep Khosla is Chancellor of UCSD, a student-centered, research-focused, service-oriented public

university in San Diego. He provides vision and strategy as he leads a campus of more than 43,000 students within eleven academic, professional, and graduate schools, eight undergraduate residential colleges; a preeminent health system; and the prestigious Scripps Institution of Oceanography. Among his accomplishments, he led UCSD's first Strategic Plan that included a 10-year, \$2 billion Campaign. This Campaign raised \$3.05 billion, making UCSD the youngest institution to complete a multi-billion-dollar fundraising campaign.

Traditional Marshal Yiddishland CA Jana Mazurkiewicz Meisaroshi



Jana Mazurkiewicz Meisaroshi is an actor, director, playwright, and producer of Yiddish theater. In 2017, she moved to San Diego and launched the Yiddish Arts and Academics Association of North America (YAAANA) and its cultural center called Yiddishland CA. Originally from Poland, Jana earned a Master of Arts degree in Polish Philology and Jewish Studies from the University of Wrocław. She is currently a PhD candidate in the Slavic Department at the University of Michigan, Ann Arbor where she is completing her dissertation on Yiddish Theater in Communist Warsaw. Learn more at yiddishlandcalifornia.org



Cultural Marshals La Jolla Playhouse Debbie Bucholtz Christopher Ashley and

The La Jolla Playhouse was founded in 1982 with the objective being to advance theatre as an art form. They stage six plays per year



that tell stories that inspire empathy and create a dialogue toward a more just future. We invite you to attend one of our plays to see what is new and the next in American theatre. Each is staged on one of four theatres on the UCSD campus. Learn more at lajollaplayhouse.org

Military Marshal Mt. Soledad Memorial Association Neil O'Connell



The Mt. Soledad National Veterans Memorial has stood at the top of San Diego since 1954. It is America's only memorial that honors veterans from the revolutionary war to the present. It can be seen throughout San Diego from the beaches to the mountains. Around the iconic Cross there are circular walls displaying individual plaques with an image of the veteran and a summary of their service accomplishments. Countless thousands have visited this Beacon of Freedom to honor the military men and women who sacrificed for this country. The Mt. Soledad National Veterans Memorial Association maintains and continually improves this precious Memorial. The current Executive Director is Neil O'Connell. Learn more at soledadmemorial.org



Welcome to the 67th Annual La Jolla Christmas Parade & Holiday Festival

“Christmas on the Sand”

By DAVE SCHWAB

LA JOLLA CHRISTMAS PARADE & HOLIDAY FESTIVAL SET FOR DEC. 3

The 67th annual La Jolla Christmas Parade and Holiday Festival themed “Christmas on the Sand” will take place on Sunday, Dec. 3. The parade kicks off at 1:30 p.m. at Girard and Kline, with the holiday festival opening at 11:30 a.m. on Wall Street between Girard and the alley by the Athenaeum Music & Arts Library, 1008 Wall

“We still need more money, \$25,000 to cover costs on the day of the event,” said Ann Kerr Bache, parade organizer for over 20 years. “We’ll still need donations after Dec. 3 to pay for the many bills that come due after the parade.”

St. Parade attendees are advised to refer to the La Jolla Christmas Parade website (ljparade.com) for parking details.

But, like in the Dr. Suess story, this year’s event almost wasn’t, as fundraising leading up to the annual extravaganza has fallen short. However, a good Samaritan has stepped forward to temporarily fill in the funding gaps so the La Jolla parade can go on. But fundraising will need to continue even after the parade is over. “We still need more money, \$25,000 to cover costs on the day of the event,” said Ann Kerr Bache, parade organizer for over 20 years. “We’ll still need donations after Dec. 3 to pay for the many bills that come due after the parade.” Kerr Bache pointed out that expenses across the board have risen sharply since COVID. She added there is a litany of



PHOTO BY DON BALCH

expenses to be covered for an event of this magnitude. Among them: an estimated \$8,564 for police, \$1,400 for insurance, \$1,450 for fencing, \$4,627 for Port-A-Potties, \$3,975 for sweeping and sanitation, \$2,541 for a sound system, \$3,750 for barricades and signage, \$1,000 for band stipends, and \$800 for banners, programs, and

posters. The parade’s organizer noted fundraising and staging the annual event is a year-round activity requiring a great deal of coordination. “What we’re trying to do is create a more stable organization and the infrastructure to support it,” she said. Kerr Bache pointed out that the daylong event is a free celebration of the holiday season for people of all ages. Besides bands from the greater San Diego area, the parade includes floats constructed by schools and community groups, parade marshals, and VIPs. “We have close to 2,000 people in the parade this year including 17 marching units, 14 bands, seven floats, five equestrian entries, and 14 VIP vehicles including seven cars for grand marshals, as well as a parade of Packards provided by the Packard Club of San Diego,” said Kerr Bache. She added one new parade development this year is that Mrs. Klaus will be joining Santa as headliners.

HOLIDAY FESTIVAL

The Holiday Festival will include visits and photos with Santa and educational exhibits. A Menorah and Christmas tree will be on display. Santa will be joining the festival before and after the parade when he rides in the Old Black Goose, courtesy of the La Jolla Beach & Tennis Club. “It is a multi-cultural, accessible, diverse event open to all without charge,” noted Kerr Bache. “We even allow equestrian entries and have maintained a sterling safety record. The holiday event is well-known and multiple generations of the community continue to participate. It draws tens of thousands of spectators to the Village who line the sidewalks. It is a unique old-fashioned celebration that starts and ends with the Holiday Festival.”

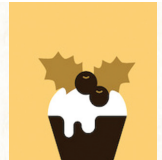
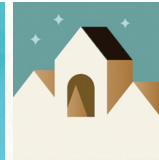


PHOTO BY DON BALCH



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THE FADED AWNING
FOR OUR 14TH ANNUAL:

Kindness is like snow. It beautifies everything it covers.

- KAHILIL GIBRAN



Holiday Open House

DECEMBER 7, 2023 | 3:00-8:00 P.M.

Treats and drinks will be served.

7464 Girard Avenue, La Jolla, California 92037
858.456.7464



PARADE

cont' from page 3

CHRISTMAS PARADE

The parade commences at 1:30 p.m. at Girard and Kline and ends at the La Jolla Recreation Center, 615 Prospect St. Registration recently opened and more than 40 entries have joined this year's event as they know the number of entries is limited by the space allowed, which is much in demand.

The daylong event is a free celebration of the holiday season for kids of all ages. Besides bands from the greater San Diego area, the parade includes floats constructed by schools and community groups, parade marshals,

and VIPs, with a flyover by Bill Allen.

"It is a multi-cultural, accessible, diverse event open to all without charge," noted Kerr Bache. "We even allow equestrian entries and have maintained a sterling safety record. The holiday event

"It is a multi-cultural, accessible, diverse event open to all without charge," noted Kerr Bache.

is well-known and multiple generations of the community continue to participate. It draws tens of thousands of spectators to the Village who line the sidewalks from Girard to the Rec Center. It is a unique old-fashioned celebration that starts and ends with the Holiday Festival. The highlight is Santa arriving in the Old Black



PHOTO BY DON BALCH

Goose courtesy of Bill Kellogg and the La Jolla Beach and Tennis Club."

LA VALENCIA HOLIDAYS

Celebrate the holiday season at the historic La Valencia Hotel, a cherished destination for over 95 years at 1132 Prospect St. in La Jolla. With a rich history of hosting special moments that create lasting memories, La Valencia announced its lineup of festive events and experiences for the "most wonderful time of the year."

Tree Lighting Ceremony: Thursday, Nov. 30 – A favorite event to officially kick off the season, at 4:30 p.m. the annual Tree Lighting Ceremony. Delight in homemade treats, live music, carolers, and children's crafts while counting down to the tree lighting at 5:45 p.m. This event is open to all, and no reservations are required for entry.

Holiday Tea:

Fridays in December (Dec. 1, 8, 15, 22, 29) – Experience the elegance of Holiday Tea each Friday throughout December. Enjoy a proper afternoon tea experience with seatings between 11-11:30 a.m. Indulge in delightful treats,

tea, and bubbly (for 21-plus guests). La Valencia is partnering with Rady Children's Hospital San Diego, donating 10% of the proceeds from our Holiday Tea series back to this vital organization.

Gingerbread House Decorating:

Wednesday, Dec. 20 – Bring your friends and family to decorate gingerbread houses. Enjoy a festive chocolate milk and cookie station, with each guest 21-plus receiving a glass of bubbly. The \$100 fee includes up to four people per party and all of the sup-

cont' on page 6



**Flyover
Allen Airways
Flying Museum**



**WISHING YOU A
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HOLIDAY SEASON**

LA JOLLA HAND CAR WASH

formerly known as Pearl Car Wash is now open in La Jolla



Now you can experience the difference of a 100% hand wash & auto detailing center!

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lajollahandcarwash.com

La Valencia
Hotel
La Jolla**PARADE***cont' from page 5*

plies needed to create the perfectly festive gingerbread house. La Valencia will donate 10% of all proceeds to Rady Children's Hospital-San Diego.

**Cozy by the Fireside
on Patio Sol:**

Experience the warmth and festivity of "Cozy by the Fireside" on Patio Sol on select Fridays and Saturdays, and Sundays between Dec. 1-30 from 6-9 p.m. Enjoy a special patio menu, including light bites and holiday beverages, with heaters, blankets, firepits, twinkling lights, and live music. This is a first-come, first-serve event with no reservations required.

Storytime Santa Brunch:

Saturdays in December (Dec. 2, 9, 16, 23) – Enjoy a Santa Brunch on Dec. 2, 9, 16, and 23. The standard brunch menu will be served from 9 a.m. to 2 p.m. with a visit from Santa between 11 a.m. and 1 p.m.

**Chabad of La Jolla's
Annual Hanukkah
Celebration:**

Dec. 7 – Join The Chabad of La Jolla for a memorable Hanukkah celebration.

**Christmas Eve and
Christmas Day:**

A special menu will be available from 3 p.m. onward. For \$98 per person with kid-friendly options, sit back, relax, and create lasting holiday memories with loved ones.

New Year's Eve Dinner :

Ring in the New Year with a

five-course dinner with seatings starting at 5 p.m. Last seating at 9 p.m. Contact La Valencia for pricing and menu details.

**NYE Celebration
in La Sala:**

Live music from 6 p.m. onward, and champagne specials. This event is for ages 21 and older and is first-come, first-serve.

**SPECIAL THANKS TO
OUR PARADE SPONSORS****CHRISTMAS ANGEL: Dianne Bashor****FOUNDERS' CIRCLE**

La Jolla Beach & Tennis Club
La Valencia Hotel
Doug & Geniya Manchester
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In Memory Of Donald Shiley
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ENTRY RULES: Tell us who the best of the best is and you'll be entered into our free drawing. Please complete at least 40% of the ballot to be entered in the drawing. One ballot per person. Ballots must be submitted online by **JANUARY 31ST, 2024**

Vote online at lajollavillagenews.com

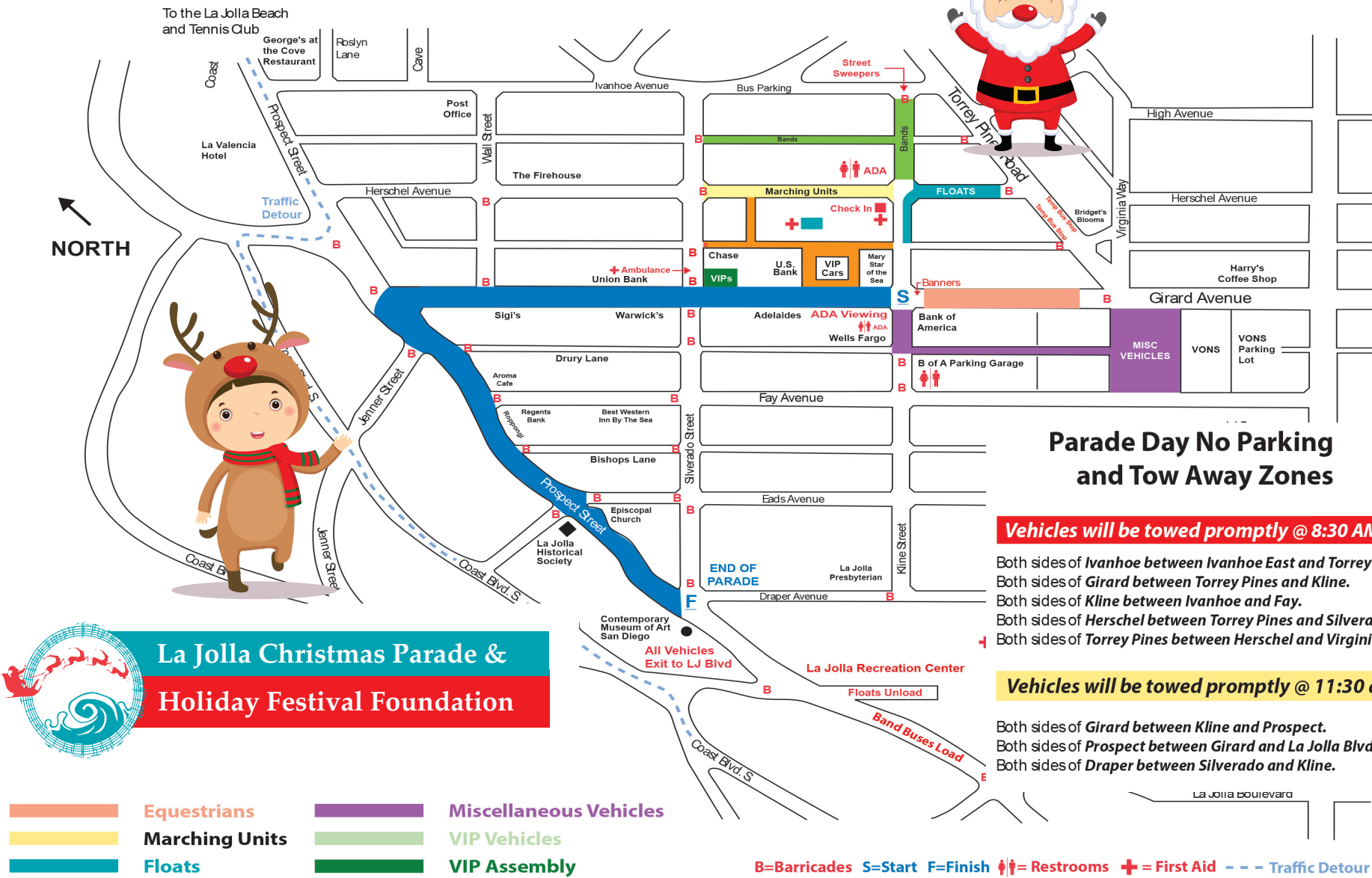


2023 La Jolla Christmas Parade & Holiday Festival

Sunday, December 3rd— 11:30 pm to 4:00 pm

Parade Map

1:30pm - 4:00 pm



Parade Day No Parking and Tow Away Zones

Vehicles will be towed promptly @ 8:30 AM

Both sides of *Ivanhoe* between *Ivanhoe East* and *Torrey Pines Rd.*
Both sides of *Girard* between *Torrey Pines* and *Kline*.
Both sides of *Kline* between *Ivanhoe* and *Fay*.
Both sides of *Herschel* between *Torrey Pines* and *Silverado*.
Both sides of *Torrey Pines* between *Herschel* and *Virginia Way*.

Vehicles will be towed promptly @ 11:30 am

Both sides of *Girard* between *Kline* and *Prospect*.
Both sides of *Prospect* between *Girard* and *La Jolla Blvd*.
Both sides of *Draper* between *Silverado* and *Kline*.



La Jolla Christmas Parade &
Holiday Festival Foundation

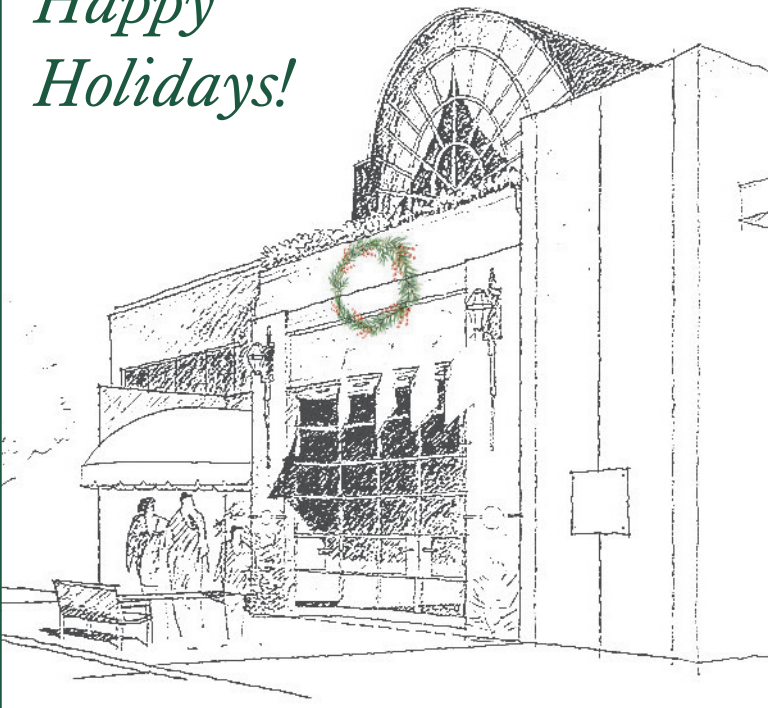


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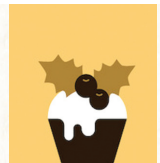
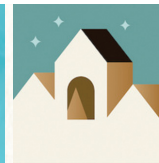
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Holidays!



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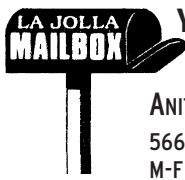
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