



**FOR IMMEDIATE RELEASE**  
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### **Stampede Parade salutes Canada**

Calgary, AB – From Olympic and Paralympic athletes to Canadian Forces personnel – viewers will be treated to a truly Canadian experience when the 2006 Calgary Stampede Parade, one of the world’s most famous parades, gets underway at 8:55 a.m. on Friday, July 7.

“The Snowbirds will be performing a series of flyovers just prior to the start of the parade. We’re thrilled to have them kickoff another exciting parade this year,” says Parade committee chairman Nancy Spratt.

After the aerial acrobats, the Stampede Parade will be lead by two people whose story at the 2006 Turin Olympics captured the hearts of all Canadians – cross-country skier Sara Renner and Norwegian national cross-country ski-team coach Bjørnar Håkensmoen. At the Turin Games, after Renner broke a ski pole, Håkensmoen ran onto the course to give her one of his poles, enabling her to carry on and win a silver medal.

With 150 entries, viewers will also see over 50 floats this year, including several new ones along with plenty of old favourites. There are also some spectacular riding groups and a large contingent of rodeo cowboys. This year also marks the 60<sup>th</sup> anniversary of the Calgary Stampede Queens program with 60 past Queens and Princesses appearing to celebrate the milestone. Celebrity parade judges country musician Gil Grand, comedian Jebb Fink and international model Heather Marks are among the other notable faces riding in the parade.

“Parade viewers should arrive early to secure a spot and consider using public transit to get downtown before the roads close at 7:30 a.m.,” says Spratt. “And make sure to check out the Parade Prelude from 7:30 until the start of parade at 8:55 a.m. There will be dancers, mascots, martial arts demonstrations and even a group of Star Wars enthusiasts in full costume.”

The Calgary Stampede Parade is the world’s largest western themed parade. The first Stampede Parade was held in 1912 and parade crowds have grown from 80,000 that year to close to 400,000 today.

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The Calgary Exhibition & Stampede is a volunteer supported, not-for-profit community organization that preserves and promotes western heritage and values. The Stampede contributes to the quality of life in Calgary and southern Alberta through its world-renowned 10-day Calgary Stampede, year-round facilities, products and services and agricultural programs that foster understanding of the agricultural industry. All revenue generated is reinvested into our various programs and facilities.

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**For more information, please contact:**

Brenda Hanchar  
Media Relations Manager  
Calgary Exhibition & Stampede  
Bus. (403) 261-0277  
Cell. (403) 585-4105

Jana Saunderson  
Parade Committee Volunteer  
Calgary Exhibition & Stampede  
Cell. (403) 889-4858

<<Parade viewing tips attached>>

## **Calgary Stampede Parade Viewing Tips**

### Media Fact Sheet

#### **BASIC DETAILS**

- The Parade Prelude on route entertainment starts at 7:30 a.m. with the main parade to follow starting at 8:55 a.m. It takes two hours for the entire parade to pass any one point on the parade route.
- The parade begins on 6th Avenue at 3rd Street SE and travels west to 10th Street SW. The parade then travels south to 9th Avenue where it runs east to 3rd Street SE. The parade route is 4.5 km long. For a route map, visit [www.calgarystampede.parade.com](http://www.calgarystampede.parade.com).

#### **TRAVELLING DOWNTOWN**

- The C-Train is the best option for travel as it runs before, during and after the parade.
- If you must drive downtown, arrive and park well before 7:30 a.m. After this time, most roads to the downtown core are closed. Alternatively, park in the limited spots available outside the city's downtown core.
- All intersections connecting with the parade route open as the last parade entries pass (usually starting on 6th Avenue SW around 11 a.m.). Remember that 9th Avenue is the last to open.

#### **PARADE SEATING**

- The City of Calgary has agreed to keep more than 80 per cent of the sidewalk space along 6th and 9th Avenues free of charge on a first-come, first-served basis.
- Visit [www.calgarystampede.parade.com](http://www.calgarystampede.parade.com) for details on paid bleacher seats.

#### **PARADE SAFETY AND ETIQUETTE**

- The golden rule is “bums on the curb, feet in the gutter”. The parade needs four full lanes – the centre two for entries and the outer lanes for operations and emergency vehicles.
- Please do not cross the parade route after the Parade Prelude starts. If you must cross the street and there is no +15 skywalk available nearby, ask a police officer or street marshal to escort you. Traffic often moves both ways along the parade route.
- Keep a close eye on children during the parade. Children can cheer and wave, but it can be very dangerous for them to run out onto the road for handshakes, autographs or hugs. - more -
- It may be cool when you first find a place to watch the parade, but it can quickly heat up. Heat exhaustion can have serious consequences so remember water, a broad hat and SPF 30 sunscreen.
- Parade viewers usually enjoy sunny skies. However, if it looks like it may rain, please bring raingear and leave your umbrellas at home. They block the view of people behind you who also want to see the parade.