



# Honoring 2020's Frontline Heroes

## DEC 5<sup>TH</sup> 6PM-7PM

### Watch Our First **INTERACTIVE LIVE PARADE**

BRING THE PARADE HOME AND WATCH THE NEW LIVE INTERACTIVE EXPERIENCE WHERE YOU'RE THE VIP.



- PLAY INTERACTIVE GAMES FOR PRIZES
- CELEBRITY GUESTS & LIVE MUSIC
- 40+ ILLUMINATED FLOATS
- FRONTLINE HEROES & LIVE MUSIC
- JOIN A NATIONWIDE AUDIENCE OF MILLIONS
- PICK WHICH OF 23 GIANT CHARACTER BALLOONS TWIRL



### Play the **PARADE SWEEPSTAKES** Nov 19<sup>th</sup> - Dec 5<sup>th</sup>

WIN EACH WEEK & THEN PLAY LIVE DURING THE PARADE TO WIN TOP PRIZES

text "SOUTHPOLE" to #474747  
to win prizes

- XBOX SERIES X | PS5
- APPEAR ON LIVE TV | \$1000 | IPHONE 12
- YEEZYS | RIDE ON SANTA'S FLOAT IN PARADE
- PARADE WATCH PARTY & MORE

NO PURCHASE NECESSARY



WATCH & PLAY AT  
[WWW.MCALLENHOLIDAYPARADE.COM](http://WWW.MCALLENHOLIDAYPARADE.COM)

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