**PRESS RELEASE**

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**CELEBRATE THE HOLIDAYS WITH SANTA AT THE 6TH ANNUAL STANDSTILL PARADE OF LIGHTS**

**Vermillion, SD, November 23rd, 2021 –** The Vermillion Area Chamber & Development Company (VCDC) is pleased to announce that historic downtown Vermillion will once again be the festive backdrop for this year’s annual Standstill Parade of Lights on Thursday, December 2nd, 2021 from 6:00 pm to 7:00 pm.

“The Standstill Parade of Lights continues to bring bigger crowds and greater community engagement by various community partners,” shares Nate Welch, President & CEO of the VCDC. “We want to invite the Vermillion area to join us in creating an exceptional, memorable experience for our families, as well as visiting individuals from neighboring communities. There is so much to love about Vermillion, and the wonderful retail and dining options here highlight what a welcoming destination Vermillion is to visitors during the holiday season.”

A great community event for all ages, visitors and locals can expect creative float entries, warm drinks, seasonal music, great giveaways, Santa, and much more! Highlights include free hot cocoa, cider and other treats, a live drawing of winners of this year’s “Shop Local in Vermillion” sweepstakes, the traditional tree lighting with Santa, special performances from various musical groups, and a dance routine from the Vermillion Area Dance Organization, plus a couple of surprises.

This year will also be the first year showcasing a brand new, beautiful artificial tree with 2,000 red and white lights that twinkle. The tree stands at 26 feet tall, and it is topped with a star.

“Thanks to a partnership with the City of Vermillion, we are excited to show off this beautiful ‘centerpiece’ in Vermillion’s downtown,” says Welch. “It will be an excellent addition that will mark the holiday season.”

The VCDC would like to thank this year’s Standstill Parade of Lights sponsors: Jimmy John’s, Scooter’s Coffee, CorTrust Bank, USD Administration, First Bank & Trust, Wynie Mae’s, Biomat USA, Edith B. Siegrist Vermillion Public Library, the Vermillion Cultural Association and the Vermillion Area Farmer’s Market.

For more information on the Standstill Parade of Lights, contact Brittany DeJong, Chamber Manager, at Brittany@VermillionChamber.com or call (605) 624.5571.