
PRESS RELEASE

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VERMILLION'S 5th ANNUAL STANDSTILL PARADE OF LIGHTS WILL PROCEED WITH THE SAME HOLIDAY SPIRIT & A FEW CHANGES IN 2020.

Vermillion, SD, November 30th, 2020 – The Vermillion Area Chamber & Development Company (VCDC) has announced plans to proceed with their Standstill Parade of Lights, with additional COVID-19 measures in place, as well as multiple ways for individuals to enjoy the annual event held in Downtown Vermillion.

VCDC officials announced on Monday that the fifth-annual Standstill Parade of Lights will be held on Thursday, December 3rd from 6:00 pm to 7:00 pm on Main Street in historic downtown Vermillion, SD. Not only will the event be returning for the fifth year, but the event will also be streamed live on Facebook (@LiveVermillion), and on local Channel 3 for those who want to enjoy the event from their homes. In addition, a special 30 minute broadcast will be aired on KELOLAND (CBS) one week later, on Thursday, December 10th from 6:30 pm to 7:00 pm.

Plans for the holiday tradition will continue to include a festive atmosphere on Main Street, featuring live music, warm drinks, giveaways, a 'best display' float competition and the lighting of the town holiday tree. You can expect a special appearance from Santa to occur, which will spark the start of the holiday season throughout the community of Vermillion.

For those at home, there will be regular pop-ins broadcast on the VCDC's Facebook page (@LiveVermillion) or Channel 3. The other big change in 2020 will see the official tree lighting ceremony, held at Ratingen Platz, move to a later time slot of 8:00 pm to better assist with physical distancing measures. To help encourage a "physical distancing with social togetherness" event, the tree lighting ceremony has been ramped up with a few special additions to the experience.

The VCDC has partnered with staff at Dakota Brick House to bring back a community tradition known as the 'Vermillion Howl', which encouraged community members to "howl at 8:00 pm in solidarity as a community." Santa and staff at Dakota Brick House will kick off the Vermillion Howl to precede the official tree lighting ceremony and community members are encouraged to turn on their holiday lights at the same time to light up the sky of Vermillion.



"The Standstill Parade of Lights brings in the joyful atmosphere of the holiday season every year, and we especially need that holiday spirit this year," said Nate Welch, President and CEO of the VCDC. "We wanted to ensure that every person of every comfort level could enjoy the event, whether that be in downtown Vermillion or online. The safety and health of this community is a priority, and we've made sure to structure it that way."

This year's Standstill Parade of Lights, presented by the National Music Museum and Scooter's Coffee, will function with COVID-19 safety precautions in place to ensure the safety of staff, volunteers and attendees at the event. Precautionary steps include mandatory masks for staff and volunteers, encouraging mask wearing by the wider community, safe social distancing by allowing additional space for the floats, and access to hand sanitizer throughout the event.

"There still is a lot this community has to celebrate, even with how this year has been," said Welch. "Along with seeing multiple economic development projects proceed, we have a bright future ahead of us. It won't come without hard work, perseverance, and a community working together; but the reality is that we always rely on that. Pandemic or no pandemic. In a way, this year is like every other year; it's one where we face things together as a community. It may be hard to see, but our hope is that when we light up Vermillion, we might just see that light again."

Event Schedule

- 6:00 pm – 7:00 pm: 5th Annual Standstill Parade of Lights, downtown Vermillion (or live on Facebook and Channel 3).
- 7:59 pm: Vermillion Howl.
- 8:00 pm: Official tree lighting ceremony and turning on your home's holiday lights.

The special broadcast of highlights from the Standstill Parade of Lights, in addition to great stories from Vermillion, will be aired on KELOLAND (CBS) on Thursday, December 10th from 6:30 pm – 7:00 pm.

For more information, contact Megan Davidson, Director of Strategic Communications & Tourism at Megan@VermillionChamber.com or call the VCDC office at 605.624.5571.