

St. Patrick's Day Parade Association - 2018

P.O. Box 1304

Bay City, Michigan

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President: Tom Newsham
Vice President: Leslie Walsh
Secretary: Sue Banaszak
Treasurer: Jan Rau



January 8, 2018

To Whom It May Concern:

The 64th Annual St. Patrick's Day Parade is fast approaching and our association is looking for your support. As you are probably aware, the parade is a big event each year in Bay City. Crowds of people line the parade route (Center Avenue) to watch over 100 entries and to celebrate the Irish heritage.

Each year the St. Patrick's Day Parade Association puts together a Parade Book with advertisements from local businesses and community members. It also includes the history of the parade, including past parade marshals and queens. It includes parade events such as: The Queen's Pageant which is scheduled for February 18th and The Irish Ceili fundraiser which will be held on March 10th. This year's St. Patrick's Day Parade will be take place on Sunday, March 18th at 2:00 p.m.

We are asking for your support in making this year's book the Best Ever! Please consider putting an advertisement in our book. The Parade Books will be distributed to local businesses in our community. It is a great way to advertise while helping support a great tradition.

On the attached page you will find advertisement options for the 2018 St. Patrick's Day Parade Book. Thank you for your time and consideration in helping keep the Irish Tradition in Bay City going strong!

Sincerely,

Leslie Walsh
Parade Book Chairperson