

For Immediate Release

## **18<sup>TH</sup> ANNUAL UNION STREET EASTER PARADE & SPRING CELEBRATION!**

SAN FRANCISCO, March 12, 2009—Hold on to your hats and bonnets, with spring just around the corner Union Street is preparing for its 18<sup>th</sup> annual Easter Parade & Spring Celebration. On Sunday, April 12, San Francisco's renowned shopping district will host a full day of *free* events, activities, entertainment and a wildly popular Easter Bonnet Contest. Everyone is invited to partake in the festivities from 10am-5pm and of course, a very special bunny will make an appearance, with a number of his friends.

Affectionately dubbed the Biggest Little Parade in San Francisco, the Union Street Easter Parade is not to be missed. Beginning at 2pm as many as 45 units with hundreds of enthusiastic participants including everything from vintage cars, rainbow-clad stilt walkers to flamboyant floats and costumed characters will make their way the five blocks down Union Street from Gough to Fillmore. The public is invited to join in the parade.

Everyone can show their creative side with the ever popular Easter Bonnet Contest. Children, pets and adults are all invited to create "zainy, elegant or outrageous" hats for this unique contest. Judging occurs from 11am-1:30pm and the winners will be announced at the conclusion of the parade.

As many as 30,000 people are expected to attend this beloved neighborhood event. Plenty of family-focused attractions including face painting by the Fairy Dusters, children's rides, bounce houses and arts and crafts activities. And then there's the food. Outdoor bistro dining by local Union Street restaurants like Betelnut and Perry's, along with intriguing world cuisine options from Vietnam and India, to Thailand and China will be available during the day long event. To top off the exceptional dining choices, Cupcakes by Kingdom Cakes will be offering up their superior sweets.

The events main stage at Buchanan Street will play host to a variety of family entertainers.

Most Union Street merchants will be open, and some will have special activities, including costumed characters and special promotions.

The Union Street Merchants Association presents the 18<sup>th</sup> Annual Union Street Easter Parade & Spring Celebration. The event is produced by by Steven Restivo Event Services, LLC (SRES), an events production company serving Bay Area chambers of commerce, merchant associations. For more information about the event call 800-310-6563 or visit [SRESproductions.com](http://SRESproductions.com) or [UnionStreetSF.com](http://UnionStreetSF.com)

San Francisco's 18th Annual  
Spring Celebration & Easter Parade  
Sunday, April 12, 2009  
10:00 AM to 5:00 PM

Union Street ~ Gough to Fillmore  
San Francisco, CA

The 18th annual event celebrates and showcases the diverse community of San Francisco and features some of Union Street's best restaurants serving attendees in an outdoor bistro setting.

A variety of children's and family activities are the focus of the event and include; large inflatable bounces, kids' rides and games, a climbing wall, a hands-on children's activities area, costumed characters, a petting zoo, a pony ride and entertainment from some of the Bay Area's best musicians.

For the past 17 years the event has been known as the Biggest Little Parade in San Francisco. Over the years the parade has grown and in 2008 there were 45 units entered, all of which reflected the unique community of the Bay Area.

The event is not your average Street Fair or formal Parade. It can best be described as wonderful, wacky, elegant and fabulous, with everything from roller-blading cows and creative self-propelled mini-floats to garden areas, sophisticated fashions and beautiful classic and art cars. It's a special event for the entire family.

Union Street ~ Always a Celebration  
[www.UnionStreetSF.com](http://www.UnionStreetSF.com)

To request accommodations for persons with disabilities or if you have communication needs such as large print, braille or sign language interpreters, please call 1-800-310-6563 or fax us at 415-456-6436 at least three weeks prior to the event.