



Kiwaniis
CORTANA, BATON ROUGE, LA



Baton Rouge
Children's Advocacy Center
Hope Is Here

BRYC
BATON ROUGE YOUTH COALITION



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on behalf of

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<https://www.facebook.com/CortanaKiwaniisClub>

<https://www.facebook.com/BRChristmasParade>

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FOR IMMEDIATE RELEASE

Cortana Kiwanis Announces Christmas Parade Beneficiaries and 2023 Date

Cortana Kiwanis announced today that the 2023 Cortana Kiwanis Downtown Baton Rouge Christmas Parade will roll Saturday, December 9, 2023. Cortana Kiwanis Foundation also announced that over the next 3 years, the net proceeds from the Christmas parade will primarily benefit the Baton Rouge Children's Advocacy Center and the Baton Rouge Youth Coalition. Each charity will receive one-third of the annual net proceeds from the 2023, 2024, and 2025 Christmas parades. The remaining one-third will be allocated to providing grants to other charities in service to children that apply for support.

Cortana Kiwanis now invites sponsors, marching bands, charities, and other organizations to claim their spot in the parade. The deadline to register is November 10, 2023. Heather Folks-Givens, the parade's chair shared, "We hope that companies and organizations will take advantage of this great opportunity to connect with the people of Baton Rouge at both the live event and the televised program."

Tanya Haase, Executive Director for the Baton Rouge Children's Advocacy Center shared, "The Baton Rouge Children's Advocacy Center board and team are excited and grateful for our partnership with the Cortana Kiwanis Foundation and to be aligned with Baton Rouge Youth Coalition as the co-beneficiary of the city's treasured Cortana Kiwanis Christmas Parade. Each of our organizations share a similar mission of helping one child at a time."

Lucas Spielfogel, Executive Director for the Baton Rouge Youth Coalition also shared, "BRYC is grateful and honored to stand alongside the Children's Advocacy Center as a lead beneficiary of the Cortana Kiwanis Christmas Parade, a holiday tradition beloved throughout Baton Rouge. We're proud and excited to partner with both organizations over the next three years to deliver a parade that brings joy to our city and elevates BRYC's and Baton Rouge Children's Advocacy's ability to support local youth."

Mayor-President Sharon Weston Broome says, "The Cortana Kiwanis Christmas Parade is a highlight of the holiday season in Baton Rouge, attracting a large crowd to the heart of the city. The parade delights us with its festive floats, musical marching bands, dynamic dance troupes, and a myriad of other fantastic entries. I want to extend my gratitude to Cortana Kiwanis for their ongoing dedication to enriching our community each year."

Tom Mackey, Chair of Cortana Kiwanis Foundation shared, "We are thrilled that the upcoming Cortana Kiwanis Christmas Parade will benefit these two impactful charities and we are grateful to the Baton Rouge community for its annual support. We especially

appreciate our longtime partners for the parade, Baton Rouge Coca Cola, as well as Mayor-President Broome and the City of Baton Rouge. We invite everyone to come out and make this the best parade in Baton Rouge history.”

Sponsorship opportunities can be found on the parade’s website, www.christmasinbr.com. Cortana Kiwanis invites the community to support by making donations to the Kiwanis Club of Baton Rouge Foundation, Inc., a 501(c)(3) organization. Donations may be mailed to P.O. Box 84174, Baton Rouge, LA 70884 or delivered in person at the Cortana Kiwanis Club meetings every Thursday morning at 7:30 am at Piccadilly Restaurant located at 3332 S. Sherwood Forest Blvd, Baton Rouge, LA 70816.

The Cortana Kiwanis Christmas Parade will be produced for television by Yurview Louisiana, an affiliate of Cox, and hosted by WAFB-TV Channel 9’s Chief Meteorologist, Jay Grymes and 9 News This Morning anchor, Liz Koh.

About Cortana Kiwanis:

Cortana Kiwanis is one of the largest Kiwanis clubs in the Greater Baton Rouge area and affiliated with Kiwanis International. Founded in 1977 and originally chartered by merchants of Cortana Mall, the club’s membership now includes professionals and volunteers from throughout the Greater Baton Rouge Area. The club meets weekly at Piccadilly Restaurant at 3332 S. Sherwood Forest Blvd in Baton Rouge. Cortana Kiwanis has touched the lives of many families in Baton Rouge through its many annual philanthropic and service projects, including the Cortana Kiwanis Christmas Parade. The Kiwanis Club of Cortana Baton Rouge Foundation Inc is a 501(c)(3) organization.

About Kiwanis International:

Kiwanis International is a global community of clubs, members and partners dedicated to improving the lives of children one community at a time. Today, Kiwanis is served by over 430,000 members from K-Kids to Key Club to Kiwanis and many ages in between in 80 countries and geographic areas. Each community has different needs, and Kiwanis empowers members to pursue creative ways to serve the needs of children, such as fighting hunger, improving literacy, and offering guidance. Kiwanis clubs host nearly 150,000 service projects each year. Learn more at www.kiwanis.org.

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Photos and a video from the 9-14-2023 Check presentation can be found at this link:

<https://www.dropbox.com/scl/fo/67crrvgq9haqv997iajxo/h?rlkey=g25zbvafh8dhpct20rrg7efsx&dl=0>