

2010 Poster

FAMILY FUN DAY AND LIGHTING OF THE LIBERTY POLE

Saturday in December, 3-8:30 pm
Sibley Building, Liberty Pole &
Manhattan Square Park Ice Rink
FREE Admission!

The City of Rochester kicks off the holiday season with this family event. Children can visit with Santa in his legendary Midtown Plaza chair, enjoy costumed holiday characters, face painting, crafts and more! Holiday music is provided by Rochester City School bands and choral groups.

The traditional **Lighting of the Liberty Pole** is followed by a festive holiday parade, led by Prime Time Brass with Rochester City fire trucks, a horse-drawn wagon and an old time trolley. The crowd marches on foot to Manhattan Square Park for the official opening of Rochester's outdoor ice-skating season, followed by a spectacular ground fireworks display.

Food and beverages available for purchase.

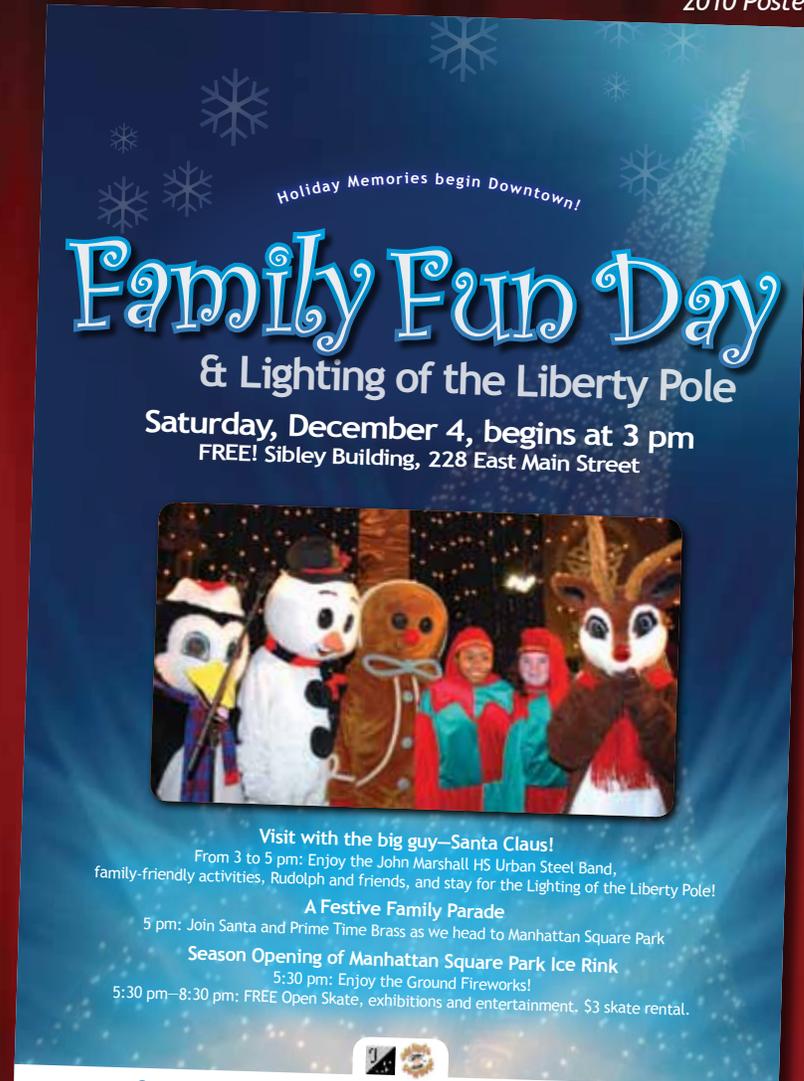
2010 Attendance: 1,500

Music genre: Holiday

Demographics:
Male: 50%, Female: 50%

Ages: Families

2010 Sponsors:
Genesee Management
and Arlene's Costumes



Visit with the big guy—Santa Claus!
From 3 to 5 pm: Enjoy the John Marshall HS Urban Steel Band, family-friendly activities, Rudolph and friends, and stay for the Lighting of the Liberty Pole!

A Festive Family Parade
5 pm: Join Santa and Prime Time Brass as we head to Manhattan Square Park

Season Opening of Manhattan Square Park Ice Rink
5:30 pm: Enjoy the Ground Fireworks!
5:30 pm—8:30 pm: FREE Open Skate, exhibitions and entertainment. \$3 skate rental.

Questions? Call 311 + www.cityofrochester.gov
Outside the city call 428-5990.



Robert J. Duffy, Mayor
Rochester, NY