



July 4, 2016

BACKGROUND

2016 Calgary Stampede Parade: General Information, Facts, History

Calgary –

General Information

- The 2016 Calgary Stampede Parade will be held on Friday, July 8, 2016.
- 7:30 a.m. – the following road closures are in effect:
 - 6th Avenue from 6th Street SE to 10th Street SW;
 - 10th Street SW from 6th to 9th Avenues;
 - 9th Avenue from 11th Street SW to 8th Street SE; and
 - All roads in the East Village and around Fort Calgary (i.e. all roads between 4th Street SE and 6th Street SE and between 9th Avenue SE and Riverfront Avenue SE).
 - Note: only 11th Street SW, 4th Avenue, and 5th Avenue will remain open to traffic; however, these roads will be very congested.
- 7:30 a.m. – Parade prelude (on-street entertainment) begins.
- 8:55 a.m. – Parade begins and takes the following route:
 - Begins at 6th Avenue and 3rd Street SE and travels west;
 - Turns south at 6th Avenue and 10th Street SW;
 - Turns east at 9th Avenue and 10th Street SW; and
 - Finishes at 9th Avenue and 4th Street SE.
 - Note: entire Parade route will remain closed to traffic until the last entry has completed the Parade (approximately 12:00 p.m.).
- Utilizing public transit, walking, or carpooling is the optimal way to get to the Parade route. If you must drive downtown, plan to arrive well before 7:30 a.m. when the roads close, or park outside the closed area.



Resources and Support for Media

- The Calgary Stampede Parade committee is pleased to offer support for media in advance of, and on, Parade day. For example, the Parade committee can arrange interviews, provide additional facts and information, assist with transportation once the roads are closed, and more.
- Note: if you anticipate needing resources or support on Parade day, please contact Keith Marlowe, media coordinator –Parade committee, by Wednesday, July 6 at (587) 435-4580 or mediacoordinator@calgarystampedeparade.com.

Seating for Media

- Limited seating for media covering the Parade is available at the marked viewing area located at 9th Avenue and 6th Street SW. Please RSVP in advance of Parade day to mediacoordinator@calgarystampedeparade.com.

Television Broadcast Notes

- CBC will broadcast the Parade on Friday, July 8, 2016 on CBC TV (LIVE – Alberta only) and online at CBCSports.ca. Coverage is from 9:00 to 11:30 a.m. (MT).
- CBC will broadcast an Encore presentation of the Parade on Saturday, July 9, 2016 on CBC TV. Coverage is from 12:00 to 2:00 p.m. (MT).
- Commentary provided by:
 - Andi Petrillo – host of the CBC Olympic Afternoon and co-host of the CBC Road to the Olympic Games;
 - Jessi Cruickshank – host of CBC’s Canada’s Smartest Person; and
 - Doug Dirks – host of the Homestretch on CBC Radio Calgary.

Parade Seating, Safety, and Etiquette

- More than 80 per cent of the Parade route along 6th Avenue and 9th Avenue is available for free-of-charge seating on a first come, first served basis. It is best to arrive early to find optimal viewing spots. The Calgary Stampede Parade Committee does not provide seats.
- Parade operations require five full lanes of traffic: the center three for entries and the outer two lanes for parade operations and emergency vehicle access.
- Do not cross the Parade route at any time.
- Keep a close eye on children.



- Heat related emergencies may have serious consequences. Bring a broad brimmed hat, stay hydrated with water, wear a minimum SPF 30 sunscreen.
- In case of rain, bring raingear, but try to leave umbrellas at home, as they may block the view of other spectators.
- Emergency Medical Services (EMS) will be onsite.

Tradition, History, and Facts

- The Calgary Stampede Parade is the official kick off to The Greatest Outdoor Show on Earth!
- The Calgary Stampede Parade is 4.8 kilometres in length. It takes approximately two hours to pass any one point on the route. It would take the average person just over 6,300 steps to complete the entire route. The route is the same length as just over 25 Calgary Towers laid end-to-end (15,748 feet).
- The Parade Committee is projecting a live audience of approximately 200,000 people.
- The 2016 Calgary Stampede Parade is the 104th Parade. The first Calgary Stampede Parade took place on September 2, 1912 (Labour Day).
- The Calgary Stampede Parade is the second largest in North America after the Rose Bowl Parade held in Pasadena, California each January.
- The Parade features more than 700 horses and approximately 4,000 participants forming approximately 125 entries.
 - Of the 125 entries:
 - 15 bands;
 - 35 floats;
 - 42 horse entries; and
 - Over 30 miscellaneous entries (VIP, walking, cycling, etc.).
- International entries complement local, regional, and national entries.
- First Nations have played a prominent role in the Calgary Stampede since 1912 when 1,800 members of Treaty 7 led the Parade at the request of Stampede visionary, Guy Weadick.
- Cappy (James) Smart, Calgary Fire Chief, has the most appearances as Parade marshal (35 consecutive Parades). Second is Mickey Mouse with three appearances (Minnie Mouse has made two appearances as Parade marshal).



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- Only three Prime Ministers (Louis St. Laurent, Lester B. Person and Pierre Trudeau (twice)) and two Alberta Premiers (Peter Lougheed (twice) and Ralph Klein (twice)) have ever been Parade marshals. Only two Calgary Mayors have been Parade marshals (George Harry Webster and Al Duerr). Two Mayors of Vancouver and one Mayor of Toronto have also held the honour.
- Approximately two tons of manure will be deposited on the Parade route. Since 2001, the City of Calgary “Street Sweeper Critters” have been responsible for clearing the Parade route. The Critters include: Chestnut the Horse, Barlow the Buffalo, Outlaw the Bull, and Daisy the Cow. The Stampede Critters will be joined by the “Men in Kilts” street sweepers.
- The Parade is brought to you by a committee of 140 dedicated volunteers, an estimated 19,000 hours from committee volunteers year round, and 9,000 hours on Parade day. Many of these volunteers have been involved with the Parade for over 40 years.

About the Calgary Stampede:

The Calgary Stampede celebrates the people, the animals, the land, the traditions and the values that make up the unique spirit of the west. The Calgary Stampede contributes to the quality of life in Calgary and southern Alberta through our world-renowned Stampede, year-round facilities, western events and several youth and agriculture programs. Exemplifying the theme We're Greatest Together; we are a volunteer-supported, not-for-profit community organization that preserves and promotes western heritage and values. All revenue is reinvested into Calgary Stampede programs and facilities.

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Like us on Facebook: facebook.com/csparade
Follow us on Twitter: @CSParade (#CSParade2016)
Follow us on Instagram: @CSParade
Visit us: calgarystampedeparade.com

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For more information, please contact:

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