



Media Advisory

San Jose Holiday Parade

For Immediate Release:

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Contact:

Melissa Ojeda, (408) 793-4190

Event Coordinator, Mrs. Claus Breakfast Nook

Join Mrs. Claus and Curbie for Some Holiday Home Cooking California Waste Solutions presents Mrs. Claus' Breakfast Nook on December 2, 2007

- What:** Mrs. Claus' Breakfast Nook presented by California Waste Solutions kicks off the 26th Annual San Jose Holiday parade.
- When:** Sunday, December 2, 2007, 7:00 - 8:30 a.m.
- Where:** The Tech Museum of Innovation
201 South Market Street
San José, CA 95113
- Cost:** Free (ages 3 and under)
\$15 for children (ages 4 - 12)
\$20 for adults (ages 13 and over)
- Background:** California Waste Solution's fun-loving and environmentally conscious mascot "Curbie" along with special guest Mickey Mouse of Disneyland Resorts and characters from PBS' new children's television show *Raggs* will be joining Mrs. Claus and all her friends for an all-you-can-eat breakfast buffet. After the breakfast, guests will enjoy the 26th Anniversary of the San Jose Holiday Parade live from exclusive bleacher seats.

Tickets are free for children under the age of three, \$15 for children (ages 4-12) and \$20 for all other guests. Admission includes the special breakfast, premiere parade bleacher seating and special event memorabilia. All proceeds will benefit the San Jose Holiday Parade. In addition, guests are invited to bring a new unwrapped toy to drop off for the United States Marine Corp's Toys for Tots Program as you enter the nook. For more information or to purchase your exclusive tickets, please call (408) 793- 4170 or visit www.sanjoseholidayparade.com.

California Waste Solutions, Inc. (CWS) is a 15-year-old, San Francisco-Bay Area-based, privately owned recycling and waste-management company that has been servicing San José since 2000. CWS believes in on-going community involvement and ensures quality through sound customer service and strong company morale. CWS is dedicated to meeting every customer's needs in a cost-effective and environmentally progressive manner. For more information about California Waste Solutions, please visit www.californiawastesolutions.com.

The San Jose Holiday Parade is a program of the City of San José Department of Parks, Recreation and Neighborhood Services, in cooperation with Christmas in the Park, Inc. and NBC11, and is one of the many feature attractions of Downtown San José for the Holidays. Recognized as one of the top 25 parades in the United States, the San Jose Holiday Parade brings excitement and joy to downtown, as it showcases giant helium balloons, beautiful floats, competitive-marching bands, celebrity guests, Santa and much more. Celebrating its 26th anniversary this year, the San Jose Holiday Parade invites parade fans to "Imagine. Discover. Experience" the joy of the holiday season in Downtown San José on December 2, 2007 beginning at 8:30 a.m. For more information about the San Jose Holiday Parade, please visit www.sanjoseholidayparade.com or call (408) 793-4170.

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