



## **MEDIA ADVISORY**

**FOR IMMEDIATE RELEASE**  
October 13, 2010

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## **EL MONTE HOSTS CHILDREN'S DAY PARADE AND FESTIVAL**

**WHAT:** The City of El Monte will host the 17<sup>th</sup> Annual "We are the Children" Parade and Festival – a special event held to celebrate and honor the children of El Monte. This year, the parade's special guests include Ronald McDonald, Smokey Bear, and Chinese Lions & Dragon. Several school bands, cheerleaders, drill teams, and folklorico dancers will be a part of the parade and festival as well.

Festival activities begin at 11 a.m. and run until 2 p.m. There will be a ferris wheel, an obstacle course, a giant slide, airplane and train rides, as well as food, arts and craft vendors, and information booths. The festival will also include a DJ, puppet show, and a scooter and pumpkin give-away.

Prior to the festival, the El Monte/South El Monte Rotary Club will be holding a pancake breakfast from 7 a.m. – 11 a.m. at Arceo Park. The cost is \$4.00 and will include pancakes, sausage, milk, coffee, and orange juice.

For more information, please call (626) 580-2200 or (626) 705-4331 during nights and weekends.

**WHEN:** **Saturday, October 16, 2010**  
**Parade Begins at 10:30 a.m.**  
**Festival Open 11 a.m. – 2 p.m.**

**WHERE:** Start—Valley Mall & Tyler

Finish—Arceo Park – **Festival will take place here.**  
3125 Tyler Ave.  
El Monte, CA 91731

**###**

The City of El Monte, located in Southern California, is committed to improving the quality of life for its citizens and strives to provide its community personalized service, uncompromising commitment, and individualized accountability. For information on the City of El Monte, please call 626-580-2001 or visit [www.elmonteca.gov](http://www.elmonteca.gov).