



News Release

For Immediate Release:

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PREPARATIONS UNDERWAY AS “RUNNING OF THE SANTAS” INCHES CLOSER

*New Orleans Magazine lists Renowned Costumed Christmastime
event as a must for the holidays*

(New Orleans, La.) – The “**Running of the Santas**,” the largest, quirkiest and possibly most unique Christmastime event along the Gulf Coast, will bring thousands of costumed revelers to the Big Easy when the extravaganza kicks off in the New Orleans Warehouse District for a sixth year on **Saturday, December 17**. Last year’s “Running of the Santas” attracted more than 3,000 revelers to the streets of downtown New Orleans to participate in Christmastime merrymaking.

The annual “Running of the Santas” kicks off at 11 a.m. from the “South Pole” located at **Manning’s at 519 Fulton St.**, where revelers will experience live music and special holiday drinks. The crowd of Santas will then depart for the six block “Fun Run” at 5:45 p.m. to the “North Pole” located at **Generations Hall at 310 Andrew Higgins Drive**. Registration begins at 11 a.m. at

Manning's. This year's "South Pole" will offer food by Manning's and musical entertainment by D.J. Wixx.

This holiday tradition calls for participants to dress up in their most creative Christmas attire for a chance to win the treasured "Best Holiday Costume" award. The outlandish costume contest is scheduled for 8 p.m. on stage at Generations Hall. Event organizers predict more than 4,000 costumed participants will turn out this year donned as Santa, Mrs. Claus, Elf, Rudolph, Jack Frost, the Ghost of Christmas Past and other assorted costumed characters.

Flow Tribe will headline this year's "Running of the Santas." The renowned New Orleans funk band will rock the Christmas event at Generations Hall from 8:30 – 10 p.m., and Category 6 will ignite the crowd from 6:30 – 8 p.m.

This year, New Orleans Magazine listed "Running of the Santas" as # 9 in its distinguished column titled "*Fifty Things Every New Orleanian Should Do.*"

Tickets to the "Running of the Santas" are now available at www.runningofthesantas.com — advanced tickets are \$20 and VIP tickets are \$75. New details concerning the New Orleans "Running of the Santas" will be released via Facebook at www.facebook.com/runningsantas and on Twitter @RunningSantas.

A portion of the proceeds will benefit *That Others May Live Foundation*. The foundation is a 501 (c)(3) non-profit organization established in 2002. The foundation provides scholarships, family counseling, and aid to surviving children of United States Air Force (USAF) Rescue Heroes who gave the ultimate sacrifice during a rescue mission. The goal of the program is to ensure that every child of a fallen personnel recovery service member receives an

opportunity for success.

About Running of the Santas

“Running of the Santas” is the premier holiday season event which started in 1998 in the streets of downtown Philadelphia when 40 close friends decided to suit up in holiday costumes and go bar hopping. More than a decade and a half later, the *“Running of the Santas”* event has grown across the world with more than 20 host cities from Pennsylvania to the shores of New Zealand.

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