

2015 DOMINION CHRISTMAS PARADE

Event Highlights



100,000+

People attended the Christmas Parade

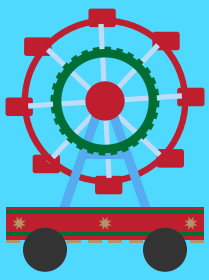
205,000

People watched the Christmas Parade on CBS

CBS6 REPORTED THAT THE "LIVE" BROADCAST DELIVERED A **5.6 RATING**. THE REBROADCAST DELIVERED A **6.5 RATING**, MAKING IT THE #3 HIGHEST RATED PROGRAM IN RICHMOND ON CHRISTMAS DAY.

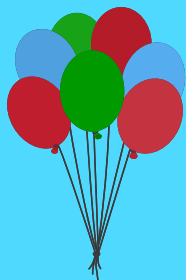


98
UNITS



14

PROFESSIONAL FLOATS



12

GIANT BALLOONS



10

DANCE TROUPES



13

MARCHING BANDS



3

EQUESTRIAN UNITS



125 POSTS



150+ PHOTOS



1,294 TWEETS



27 NEWS STORIES

SOCIAL MEDIA DELIVERED MORE THAN **260,000** IMPRESSIONS. TRADITIONAL MEDIA EFFORTS YIELDED **327** RADIO & PRINT ADS, **27** STORIES, AND **12** CALENDAR LISTINGS FROM **20** MEDIA OUTLETS.