



Whittier Boulevard Merchant Association
4700 Whittier Blvd. East L.A., Ca 90022
323.981-9377 Fax: 323.981-9488

33rd Annual East Los Angeles Christmas Parade Itinerary

DATE: Sunday, November 18, 2007

TIME: 10:00 AM – VIP Reception
12:00 Noon – Parade Start
3:00 PM – Parade Ends

Check-In: Corner of Eastern Blvd/Whittier Blvd.
Los Angeles, CA 90022

**VIP Reception &
VIP Parking:** L.A. County Fire Station #3
930 So. Eastern Ave.
Los Angeles, CA 90063
Eastern Blvd./Whittier Blvd.

**Additional Event
Parking:** Tamayo Restaurant
5300 E. Olympic Blvd.
Los Angeles, CA 90022
Olympic Blvd./ Atlantic Blvd.

NOTES:

- Arrive at Fire Station #3 (VIP) Reception no later than 10 a.m. where you will check in and be met by parade reps.
- VIP Parking will be provided next door to Fire Station #3. Be sure to hang the orange parking pass on the rear view mirror of your vehicle.
- You'll be riding in a classic car decorated with signage.
- At end of parade, you'll be driven back to the fire station to get your car. There will also be a shuttle running from Tamayo's back to the fire station.

DIRECTIONS FROM LOS ANGELES:

- Take 10 Freeway EAST (Santa Monica Fwy.) toward San Bernardino (8 miles)
- Keep RIGHT to take CA-60 EAST (Pomona Fwy.) toward Pomona (2.9 miles)
- Exit 710 Freeway SOUTH (Long Beach Fwy.) toward Long Beach (1.1 miles)
- Take Whittier Blvd. EXIT toward Whittier Blvd. (0.1 miles)
- Turn SLIGHT RIGHT onto So. Eastern Ave.
- End at 930 So. Eastern Ave.

PARADE CONTACTS:

Steven Acevedo (626) 975-4420 – Whittier Blvd. Merchant Association



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Vendor And Entertainment Area:

Date: Sunday, November 18, 2007

Time: 10:00 AM Vendor/ Entertainment Area Opens
6:00 PM Vendor/ Entertainment Area Closes

Location: Goodrich Boulevard Between Whittier and Olympic Blvds.

Notes: This Area FREE to Public

Vendor/Entertainment Contacts:

Mark Green (949)874-7608 LaMarco Inc.
E-mail: mgreen@eastlchristmasparade.com

Pete Tsaninos (602)757-1055 T-Image Productions
E-mail: ptsaninos@eastlchristmasparade.com