



Beaverdale Fall Festival

Beaverdale Fall Festival Parade Returning in 2023 with New Presenting Sponsor

FOR IMMEDIATE RELEASE

Beaverdale, Iowa - The Beaverdale Fall Festival community parade will be hitting the streets once again this fall thanks to generous support from this year's presenting sponsor, The Central Iowa Premier Chevy Dealers.

The Premier Chevy Dealers have agreed to sponsor the much-loved tradition by stepping up as the presenting sponsor at the \$10,000 level, bringing the parade back from its three-year hiatus.

"We're excited to work with the Premier Chevy Dealers to bring back the Beaverdale Fall Festival Parade," said Beaverdale Fall Festival Board President, Jennifer Harmeyer. "We know how much the parade means to this community and we're proud to keep the tradition alive."

The parade has been on hiatus since the pandemic-related cancellation of Beaverdale Fall Festival in 2020. An expanded festival returned in September 2022, but financial concerns coupled with road construction along a major portion of the parade route prevented the return of the parade. The addition of the Premier Chevy Dealers as this year's parade sponsor not only helps to cover the increasing costs of running the event, it – along with the support of all of our community sponsors – helps ensure Beaverdale Fall Festival will continue to grow for years to come.

"At the Central Iowa Premier Chevy Dealers association, we believe in the importance of engaging in the communities where we live, work, and our dealerships serve the community," said Tony Mills, Premier Chevy Dealers. "As a proud member of this Central Iowa community, we're happy to be a part of bringing back the Beaverdale Fall Festival parade from its hiatus and to be a part of this year's celebration."

The Beaverdale Fall Festival will take place September 15th and 16th. The parade will run more than a mile along Beaver Ave. between Euclid Ave. and Allison Ave. starting at 9:00 am on Saturday, September 16th. Additional details regarding the parade will be available at fallfestival.org beginning June 1.

For interview opportunities or questions related to this release, contact hello@fallfestival.org or (515) 644-6212.

About the Premier Chevy Dealers: *The Premier Chevrolet Dealers are made up of 15 Central Iowa Chevy Dealers. These dealers employ hundreds of Iowans in the areas of sales, service, marketing, and operations. Chevrolet has been the #1 selling brand for over 10 years in the state of Iowa. This group has been a long-time sponsor of college athletics, motor sports, Making Strides against Breast Cancer and instrumental in Pay it Forward campaigns. They are focused on making sure More Iowans continue to drive Chevrolet. Based on S&P Global Mobility CYE 2011-2021 new vehicle retail registrations in the state of IA.*

About the Beaverdale Fall Festival: *The Beaverdale Fall Festival is a 501(c)3 non-profit organization based in Des Moines, Iowa. For more than 30 years, its mission has been to build community and cherish traditions while celebrating and promoting the Beaverdale neighborhood and surrounding communities.*

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