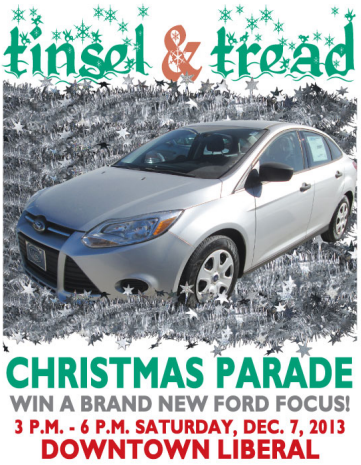

• L&T staff report

For the first time in the storied history of the Liberal Chrsitmas Parade, someone will drive home in a brand new car.

Over the past 12 years, the Leader & Times provided cars as the prize for registering at sponsorship locations, free of charge, and then attending the parade when the names were drawn.

Over the years, cars have ranged from classic Corvettes, Camaros, Mustangs and more.

This year, the lucky winner will be the original owner of a 2013 Ford Focus.

“The Christmas Parade has become one of our largest community gatherings,” Leader & Times publisher Earl Watt said. “It continues to see more floats and performers entertaining the crowd. We decided it was time to give someone a brand new car.”

Unlike some contests, where there is only a chance to win and no prize is actually given, the Christmas Parade car give-away will have a winner.

“We will be announcing the sign-up locations soon, and anyone who is old enough to drive can register,” Watt said. “After registering, you must attend the parade Dec. 7. After the parade has concluded, we will draw a name. If the person does not make themselves known to the parade announcers in one minute, another name will be drawn until the car is given away.”

Basically, there are three requirements: register at a sponsorhsip location, or several, attend the parade, and then let the announcers know you are there if your name is called from the random drawing.

“We have seen thousands gather at the fountain for the drawing over the years, and we expect this year to be no different,” Watt said.

With the high interest for a brand new car, Watt said that he expects the parade and holiday vendors to flock to the newly named Downtown area now called “The Rock.”

“Don’t forget to thank the sponsors when you register for making this possible,” Watt said. “You can only register once per location per car appearance, but visit as many locations as you can to increase your odds of winning.”