

From the desk of:

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Altoona Proud

A Monthly Insight into all that is Altoona

City of Altoona Veterans Day Parade

The City of Altoona 2024 Veterans Day Parade will be held on Monday, November 11th at 10:30 AM in Downtown Altoona. The parade will form at 8th Avenue & 17th Street at 10:00 AM. Beginning there at 10:30 AM, the parade will move to 12th Avenue, down to 12th Street, to 11th Avenue and will end at 16th Street. Following the parade, a service will be held at the Robert E. Laws Veterans Mall on 11th Avenue and 14th Street. The guest speaker is David McCallay, the Chief of Security at the Van Zandt Medical Center and a U.S. Army Veteran. The Altoona Area High School Chorus will be performing as well. We encourage everyone to stay after the parade for this brief, and very meaningful, service.

Amtran is graciously providing a bus for veterans to ride in the parade. Contact Commander Michael McDonough at 814-329-8472 to be included. Please join us to celebrate, and support, the men and women who have served our City, State and Nation in any branch of the United States Armed Forces.

VETERANS DAY
HONORING ALL WHO SERVED
PARADE

★ **MONDAY – NOVEMBER 11th**
10:30 A.M. - DOWNTOWN ALTOONA
8th Ave & 17th St to 12th Ave to
12th St to 11th Ave & 16th St
SERVICE TO FOLLOW AT
VETERANS MALL – 11th AVE & 14th ST

CONTACT MIKE MCDONOUGH
MICMAC42649@AOL.COM
814-329-8472

Salvation Army Kettle Volunteers



Volunteer bell ringers are critical to the success of the Salvation Army's holiday fundraising efforts. When you ring bells alongside the iconic Red Kettles, you are helping to provide food, shelter and other essentials to neighbors in need. The need is greater this year than ever before.

Register to Ring is an online site that helps you find the times and places where bell ringers are needed in your local community. You can register as an individual or as a group of friends, coworkers, church members or neighbors!

Simply visit www.RegisterToRing.com and select "ringing as an individual" or "ringing as a group" and follow the prompts to find the locations and times available in your area. Once you confirm your shifts, you will receive further details by email. Spread the word to family and friends that bell-ringing shifts are available and make it part of your holiday activity!

Our local Salvation Army is a hard-working group that provides both Thanksgiving and Christmas aid to hundreds of needy families in our area, along with their services to the community year-round. The Red Kettle Campaign is critical to their ability to help local families during the holiday season. Whether you can volunteer a lot or a little, all help is so needed and so appreciated! THANK YOU!

Small Business Saturday-November 30th

Saturday, November 30th marks this year's Small Business Saturday. This is a day to shop small, local independently owned retailers and restaurants. The City of Altoona is proud to have many small businesses. One look at a list of small businesses in our area shows a wide range of products and services from coffee shops to local breweries, office supply and accounting services, clothing stores and craft stores, gift shops and home services, to name a few.

According to the U.S. Small Business Administration, there are 32 million small businesses in the United States, making up 99% of firms with paid employees, employing over 46% of the private sector workforce. Last year, 86% of shoppers made in-store purchases and 52% made online purchases at small businesses. www.shopsmall.com has more information and highlights.

The number of U.S. consumers who shopped at independent retailers and restaurants on Small Business Saturday last year reached an estimated \$17.9 billion. These small businesses depend on the community to survive and thrive. Please help our local small businesses to thrive during holiday season and throughout the year. You can find a list of businesses by visiting www.blairchamber.com and Happy Small Business Saturday Shopping!



2024 Ugly Sweater 5K and 2 Mile Walk



Registration is now OPEN for the Blair County Emergency Chaplain Platoon (BSECP) Ugly Sweater 5K Race, to be held on Saturday, December 7th.

This is a timed 5 K Run, a 2-mile Walk and a free Reindeer Run for Kids. The Race will begin and end at Heritage Plaza in downtown Altoona and there will be lots of fun along the routes. You can stick around after the Race to enjoy live entertainment and get your viewing spot for the Holiday Parade!

The 5K begins at 9:00 AM and the 2-mile Walk begins at 9:05 am. Pre-registration is available now until November 30, 2024. Race day registration will be available for a slightly higher fee.

Registration for the 5K run or the 2 Mile Walk is \$26 until November 30th.

Proceeds from the Race benefit the Peer 2 Peer Program of the BCESP, which provides support for the Emergency Services Community of Blair County and their families. Our Police, Fire, EMS, 911 Dispatchers, Parole and Probation Officers and their families see so much tragedy every day and the support provided by this program is invaluable.

Visit www.runsignup.com/Race/PA/Altoona/UglyChristmasSweaterFunRun5K or scan the QR code shown here. Come out to run, walk, show support for the runners or show off your ugly Christmas sweater and enjoy holiday festivities with friends family and neighbors!



Arts Altoona Christkindl Market

Arts Altoona is presenting their second annual Christkindl Market on Saturday, November 23rd at the Unter Uns Society, located at 1401 Van Buren Avenue in Altoona. In the style of the German Christmas markets, there will be over 20 local vendors, along with food booths with traditional German fare, including bratwurst and sauerkraut, potato pancakes, pretzels with beer cheese, and glühwein (a heated, spiced red wine that is a staple at German Christmas markets!)

The event will run from 12 PM to 5 PM and admission is only \$5 for anyone age 12 and over. There will be all-day music and dance presentations. This is a great way to enjoy the holiday season! Come experience a taste of the time-honored German Christmas Market!



Glow Up Night and Spirit of Christmas Parade



Get ready for the second annual Glow Up Night, sponsored by the City of Altoona, Burgmeier's Hauling, Roundhouse Harley-Davidson and Xfinity. The event begins at 5:00 PM on Friday, December 6th at Heritage Plaza. Activities will include a petting zoo, craft and food vendors, music from the Altoona Area High School Chorus and the Altoona Community Band, a tree-lighting ceremony and fireworks. This is a great way to celebrate the holidays with family and friends, and enjoy great food, beautiful decorations, and a fun fireworks finale!

Join us back in downtown Altoona on Saturday, December 7th for the Spirit of Christmas Parade, which begins at 1:00 PM. Sponsored by the 7 Mountains Media and the City of Altoona, it will be broadcast live via radio. 7 Mountains Media will give first place awards of \$500 for the Best Marching Band / Dance Group / Drum Corp AND Best Overall Float! Second place winners will be awarded \$250. Seven Mountains Media, the City of Altoona, parade judges and emcees will be at the grandstand on 14th Street in front of Heritage Plaza.



To register or to be a parade sponsor, please visit www.spiritofchristmasparade.com. For further information, please call 814-941-9800, ext. 136.

New On-Line Farmers Market

The weekly Altoona Farmers Market in Heritage Plaza may be over for the year, but you can continue to buy products purchased at the market throughout the summer with a new online shop called Blair Markets. It is Blair County's first online market bringing you direct access to local farms and artisans.

Shopping will be simple, by going online to www.blairmarkets.com. There you can place your order before the end of the day each Tuesday, and pick up your order on Thursday from 3 PM – 6 PM at one of the many pickup locations. Depending on your location, delivery may be available right to your door.



This is a convenient and easy way to support these local small businesses and farms, and is available to individuals, stores and markets. The website listed above is where you can register to purchase items, see a list of products available, find your nearest pickup location and even purchase gift certificates! We encourage everyone to visit the website and be a part of this new, innovative way to shop! And watch for the return of the Altoona Farmers Market in the spring of 2025!

November is...

November brings thoughts of Veterans Day, football and Thanksgiving, but did you know that November is also Diabetes Awareness Month, Adoption Awareness Month, Alzheimers Awareness Month, Lung Disease Awareness Month and Hunger Awareness Month, especially important at this time of the year. Take time this month to learn about, or contribute to, these important causes.

November ties with October as the month when the most presidents were born, six to be exact, and the birthstone for November is topaz. It is also the only month that was never mentioned in any of Shakespeare's works. November 16th marks the start of the MADD "Tie One On For Safety Holiday Campaign" to prevent drunk driving, and the 21st is the American Lung Association's "Great American Smoke-Out"

And just for fun, enjoy these "special" days:

November 1st – National Cinnamon Day; National Calzone Day

November 4th – National Candy Day

November 5th – National Donut Day

November 6th – National Nachos Day

November 8th – National Cappuccino Day

November 10th – National "Pizza With The Works Except Anchovies" Day

November 14th – National Family PJ Day; National Pickle Day

November 15th – National Clean Out Your Refrigerator Day

November 17th – National Homemade Bread Day; National Butter Day

November 18th – Mickey Mouse's Birthday (96 years young!)

November 20th – National Child's Day

November 23rd- National Cashew Day

November 25th – National Blase' Day

Have a safe and happy November!



MAYOR MATTHEW A. PACIFICO

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