



For Immediate Release
January 10, 2017

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City and JMU Partner to Host Parade

Harrisonburg, Va. – The city of Harrisonburg is partnering with James Madison University (JMU) to host a parade this weekend as an opportunity for members of the Harrisonburg, Rockingham County, and university communities to celebrate the JMU football team's national championship.

The parade will take place on Saturday, January 14 at 1:00 p.m. JMU's football team and coaching staff, the Marching Royal Dukes, and the cheerleaders will walk on Main Street, starting at Water Street and ending at the court house steps in Court Square. Local dignitaries and representatives from the university will make brief remarks at the court house.

"We are so proud of the football team and our neighbor Dukes," explained Mayor Deanna Reed. "The JMU community is a part of us as a city and is a great asset and partner to the city. We are ecstatic that they have brought back a second football national championship to Harrisonburg."

Residents, students, and supporters are encouraged to attend the parade and fill downtown with purple and gold. Businesses in downtown and throughout Harrisonburg are also invited to show their support of the Dukes.

"We are excited to celebrate this national championship with the community," said JMU Director of Athletics Jeff Bourne. "The ongoing community support for our athletics program is key to our success year after year."

Motorists are reminded that Main Street from, Martin Luther King, Jr. Way to Elizabeth Street, and Court Square will be closed from approximately 12:00 p.m. until 3:00 p.m. Parking on Main Street, along with parking in the public lot across from Newman Avenue, will be prohibited after 10:00 a.m. on Saturday.

It is anticipated that the parade will take place rain or shine but a final determination will be made on Friday, January 13.

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The City of Harrisonburg is centrally located in the Shenandoah Valley of Virginia. It is home to approximately 50,000 people. More information about the City of Harrisonburg is online at www.HarrisonburgVA.gov.



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