

Light up the night

PARADE OF LIGHTS AND YULETIDE RETURN TO SEASIDE

BY KATHERINE LACAZE

Seaside is gearing up for a fun-filled holiday season, which will feature a slew of festive activities hosted by the Seaside Chamber of Commerce.

Yuletide in Seaside starts this weekend with the Seaside Parade of Lights and community tree-lighting ceremony. Both are making a return this year after being canceled in 2020 due to the pandemic.

A burst of new energy

“Parade of Lights is kind of the kick-off for everything,” said Katie McClintock, the chamber’s marketing and communications director.

The parade, sponsored by Pacific Power, starts Friday at 7 p.m. in downtown Seaside. At 8 p.m., Santa Claus will light the tree on Broadway.

Generally, the parade includes about 20 to 25 participants, and McClintock anticipates a similar number this year, although many entries for 2021 are first-time participants.

“We’re getting a new crowd,” she said.

That’s not to say there won’t be individuals from previous years who are known for their festive entries. Robin Knoll, a longtime chamber ambassador, said one of his favorite regulars is Ruth Swenson, manager of



Lance Wagner

Children mail their letters to Santa at a previous Yuletide celebration in Seaside.

the Hillcrest Inn, and her cohort.

“They have a lot of fun with it,” he said. “Every year, it’s a little bit different.”

A team effort

For many years, Knoll and other Chamber Ambassadors have assumed a number of roles and responsibilities to ensure a seamless event and festive

route, and “the parade goes off without a hitch.”

Judging will occur before the parade, with the winners announced during the tree-lighting ceremony. The categories include: Mayor’s Choice, Best Walking Group, Best Commercial Motorized Vehicle, Best Non-Commercial Motorized Vehicle and Best Walking/Motorized Combination.

“It’s just a fun event,” Knoll said.

Other Yuletide events

Along with the parade and tree lighting, the chamber has organized a variety of other seasonal activities, including a window-decorating contest, self-guided tour of lights, children’s coloring contest and the opportunity for kids to send letters to Santa Claus.

“It’s a lot going on at once,” McClintock said. “People are excited.”

The Tour of Lights was introduced by the chamber last year in lieu of the Parade of Lights.

“With COVID, we weren’t able to do the parade, we weren’t able to do the artisan fair,” McClintock said. “They created the Tour of Lights to be able to do something for the community, and it was a pretty big success.”

See Page 9



MORE THAN YOU IMAGINED

COLUMBIA RIVER MARITIME MUSEUM

Shop with a purpose on Museum Store Sunday, where all profits support the CRMM, not a “big box”!
Join the CRMM Store November 28 - December 5 for bonus member double-discount days
Shop 9:30-5:00 daily and support your museum all year long!

OPEN DAILY 9:30 TO 5:00 • 1792 Marine Drive, Astoria, OR
503.325.2323 • www.crrmm.org

