

CITY OF EL CENTRO

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FOR IMMEDIATE RELEASE

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Santa Claus Returning to the City of El Centro

EL CENTRO, Calif. — December 12, 2024 — The beloved Santa’s Jingle Bell Journey returns to El Centro this year with a “Rockin’ Santa” twist, spreading holiday joy, cheer, and the Christmas spirit throughout the community.

From December 15 to December 21, Santa Claus will ride atop a Fire Engine through seven zones of the City, ensuring every resident within the City limits has a chance to see him. The procession, featuring City of El Centro vehicles, will run nightly from 5:30 p.m. to approximately 8:30 p.m.

This year’s theme, inspired by the City’s Rockin’ Santa Christmas Tree Lighting, brings a festive, music-filled celebration to every neighborhood. Residents can find the zone maps and detailed schedules on a calendar event page available on the City of El Centro’s main Facebook page and Instagram account, @ElCentroCA.

On the final day, the parade will circle the Imperial Valley Mall to allow non-residents to join in the festivities. In the event of inclement weather or Fire Department personnel being called away for emergencies, makeup days will be scheduled.

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