



Seeds from poppies in Flanders Field Belgium were sent to Georgetown right after World War I by Henry Purl Compton (known as “Okra”) who served in the American Expeditionary Forces. He sent them to his mother, and she planted them at her home which is now 507 East 7th Street. From there, they were spread (by birds, bees, and people!) down the river and over much of Old Town.

On April 25, 1990, Georgetown was certified by the Texas Legislature as the “Red Poppy Capital of Texas” after red poppies had been a part of Georgetown’s landscape for over 100 years. Each April as the poppies bloom, Georgetown celebrates with the annual Red Poppy Festival.

The first Red Poppy Festival was held in 2000, 25 years ago! In celebration of the **25th Anniversary**, we are having a **Homecoming Poppy Prom(enade)**. Bring out those prom dresses and cummerbunds, or football jerseys and pom-poms. Crowns and sashes, everyone is royalty for the Poppy Festival. Let’s do homecoming the Georgetown way - glam up those homecoming mums and garters and be sure to add **red** poppies. Pom poms, anyone?

Homecoming is a time to celebrate for those who are here now and those who we welcome back and remember, and what better time than the Red Poppy Festival. So, get creative and decorate those floats for a hometown good time. Remember – you are entertaining the massive crowds that show up for the parade, so shine bright. We will be encouraging the spectators to participate in the celebration by dressing for the prom as well. Let’s have Fun!!

- The Parade will begin at 10:00 a.m. on **Saturday, April 27th**, rain or shine. The theme of the Parade is **Poppy Prom – Homecoming!** and all entries must be decorated to promote this theme.
- In order to reach the Square for public viewing by 10:00 a.m., we will begin to march/drive the parade route at 9:45 a.m. sharp!
- This year we will be celebrating **the Red Poppy Festival's 25th Anniversary**. The Parade is the kickoff to the weekend long celebration. Since we are expecting an even larger turnout than usual, **we are processing applications in a different manner**.
- **IMPORTANT:** Applications will only be accepted March 1st through March 24th. All applications will be **juried** and no more than 48 applications will be accepted. Notifications will be sent on Wednesday, March 27th, or sooner if available.
- Floats, Entertainment Units, and Walking Units are all welcome! All units must be decorated to commemorate the celebration. And we encourage live or recorded music, which will add to the festive nature of the event!
- **Only those applications which describe the decorations in detail, and which will show how the event is being celebrated by your organization will be considered for entry. Applications without this information will be returned.**
- Right before the Parade kicks off, the RPF Judges Committee will be voting on and awarding the best Parade Entries. There will be three awards: First, Second and Third Place of best representation of the Overall Theme.
- **CHECK IN** will be on College Street with access from College Street & Holly Street. **Only those vehicles selected to participate, with confirmation, will be allowed to enter the parade line-up.** No supportive vehicles will be allowed into the staging area.
- The Check-in area opens at 7:30 a.m. and closes at 9:00 a.m. If you are selected, you will be given a pre-assigned line-up number and general location ahead of time. *Note: This is different from the last year's event.* You will be able to give your participants your location ahead of the event.
- The Festival Parade committee reserves the right to reject any entry that is inappropriate, not in good taste, or not in the best interest of the parade.
- Drivers of motorized vehicles must have a valid driver's license and will drive at a reasonable pace. **Entries may not stop during the parade**, unless there is an emergency. Entrants will be asked to leave the parade if they are not following at a reasonable rate (approximately 20' gap between motorized entries; approximately 15 foot gap between marching parade units).

- All walking parade entrants must be able to maintain a marching pace and keep up with the pace of the parade.
- Trailers entered, not including vehicle length, should be no longer than 20' unless prior arrangements are made. Please include this information in the application and contact Karen with questions.
- All parade participants are required to conduct themselves in such a manner as not to infringe on the rights of residents and merchants along the staging area and the parade route.
- **NO objects including candy, flyers, favors, etc., may be thrown to the crowd along the parade route or staging area.** People may walk along the street beside your unit to distribute items by handing them to individuals, hand to hand. You **must** note items you wish to distribute on the parade application. If there are walkers beside your entry, the entry must not stop or slow down to allow the walkers to "catch up".
- Equestrian and animal units must provide their own accompanied, clean-up personnel and equipment in the parade.
- Participants must NOT exit the parade early. The parade ends at the same location as start-up, 2nd Street and College Street.
- This information will be sent to you via email confirmation, for your records and for forwarding to your participants.