



2024 Huntsville Christmas Parade Grand Marshal(s) Announced

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[\[Dropbox Link to Pictures, Graphic & Map\]](#)

Huntsville, Ala. – Mix 96.9 (WRSA-FM) and the Von Braun Center (VBC) are proud to host the Huntsville Christmas Parade presented by Bank Independent for the tenth year on Tuesday, December 3, 2024 and are excited to announce this year's Grand Marshal(s) – Johnny Cash Davis and June Carter Clark.

In a perfectly bizarre coincidence on April 10th earlier this year, two local Alabama babies were born in Huntsville Hospital for Women and Children where their parents learned the names given to each respective baby would uniquely and unknowingly tie them together for the rest of their lives. The babies, June Carter Clark and Johnny Cash Davis, have been chosen as this year's Grand Marshal(s) who will be accompanied by their parents as they kick-off their first holiday season together. The Grand Marshal float is presented this year by Floors By Moore.



The timing of Johnny's and June's arrival is made even more special as the VBC celebrates its 50th anniversary. Why is that significant, you may ask? Because the first concert ever held in the (then) Von Braun Civic Center arena was performed by none other than The Man in Black - Johnny Cash - on March 24, 1975, in front of 5,630 screaming fans.

In July, a People's Choice Poll was held on the Parade Meta page to determine the theme. The people cast their votes, and the results were shared during a press conference on September 5th in the VBC Mars Music Hall where Santa Claus, WRSA and VBC staff, sponsors and others were in attendance. The theme for the 2024 Huntsville Christmas Parade is "Christmas in Toyland!"

"Everyone remembers a favorite childhood toy, and this year's Christmas Parade will celebrate the magic of toys, youthful imagination, and holiday traditions," said Huntsville Mayor Tommy Battle. "We look forward to this annual event when our families can gather and celebrate the joys of the season."

The highly anticipated 10th Annual Mix 96.9 Von Braun Center Downtown Huntsville Christmas Parade presented by Bank Independent will feature over 80 quality floats, animals, and marching bands. This event is a Huntsville holiday tradition and would not be possible without the generous support of local organizations.

"As a local community bank, we were founded with the intention to create a culture of service," said Nick Rockhill, Bank Independent Vice President and Sales Officer. "We remain committed to investing in opportunities that make a positive difference and bring our community together. We are proud to support the Huntsville Christmas Parade again this year and serve our community alongside Mix 96.9 and the Von Braun Center."

The Mix 96.9 Von Braun Center Downtown Huntsville Christmas Parade will begin on Clinton Avenue near the U.S. Post Office at 6:00 p.m., it will then progress east on Clinton through downtown Huntsville, ending near AM Booth's Lumberyard.

For more information about the 2024 Huntsville Christmas Parade, follow @HSVChristmasParade on Meta.

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About Mix 96.9

Mix 96.9 WRSA-FM is a locally owned radio station founded in 1965. Mix 96.9 plays the best variety of the 80's, 90's, and more! It is known as "Huntsville's Christmas Music Station" for playing non-stop Christmas music throughout the holiday season.

About the Von Braun Center

The Von Braun Center is a multi-purpose facility located in downtown Huntsville, Alabama. The VBC offers multiple venues for presenting cultural, educational, entertainment, sporting and social events. Venue spaces include the Propst Arena, Mark C. Smith Concert Hall, Mars Music Hall, North Hall, South Hall, and East Hall. Additionally, the VBC has an on-site full-service restaurant and rooftop bar – Rhythm on Monroe. With over 170,000 square feet of flexible meeting space the VBC can accommodate events of all types and sizes. The VBC hosts multiple community events including the Huntsville Christmas Parade, Rocket City Octane Auto Show, and the Von Brewski Beer Festival.