



Guidelines for Media on the Calgary Stampede Parade Route 2023

The safety of all participants in the Stampede Parade, 2 and 4 legged, is paramount in the planning and execution of the Parade. Everyone must do their part, including those sharing sights and sounds of the official kick-off to the Greatest Outdoor Show on Earth!

The following guidelines put forth the by the Stampede Parade Committee will ensure our goal of a safe and successful parade is met.

- Only media pre-approved by the Chair of the Media and Communications Sub-committee (“authorized media”) will be permitted on the parade route once the parade begins. The parade route includes the roadway on 9th Avenue between 3rd Street SE and 10th Street SW; 10th Street SW between 9th Avenue and 6th Avenue between 10th Street SW and 4th Street SE.
- Authorized media includes the authorized parade television broadcasters (for 2023, Global Television Calgary and CTV Calgary), Calgary Stampede Production/Media, Calgary Stampede Parade Committee Photographers and any other media authorized by the sub-chair.
- All authorized media, except the authorized television broadcasters (wearing clothing identifying their outlet and/or photo identification issued by their outlet), are required to provide, in advance: their name, affiliation, and a mobile telephone number which will be carried with the individual on parade day. Authorized media are required to check-in and receive will receive a numbered vest which must be worn at all times in the parade area (form-up and the parade route).
- Those seeking to be authorized are encouraged to register prior to July 7th by contacting Bob Young at csparademediacoordinator@gmail.com. 403-850-5575
- Check-in will be at 7:30am at the Parade Media Operations location in front of the Marriott Hotel (110 – 9th Ave SE). If you cannot be present at the trailer at that time, please contact Bob Young (403-850-5575 csparademediacoordinator@gmail.com) prior to July 7th to make other arrangements.

Please return vests to the same location they were picked up following the parade.

Respect and obey all direction from Parade Safety Officials at all times. Failure to do so could result in permanent removal from the route.

Activity in form-up

- The “form-up area” is the area of East Village, Fort Calgary, and the surrounding roadways where parade entries prepare and line up for the parade. Media is encouraged to walk through this area, capture any images you like, and speak to parade participants.
- Please show respect for all parade participants at all times. The last few moments before a parade are spent ensuring that parade entries meet all safety requirements to be permitted on to the parade route. This includes all animals participating in the parade. If a participant does not want to talk, please respect their wishes. Only approach a horse or other animal if that animal’s handler or rider is present and permits the interaction.

Safety on the Parade Route

- All authorized media are encouraged to cover the Parade Prelude, which starts at 7:30am at various locations on the parade route. The main parade begins at 8:55am on 9th Avenue and 3rd Street SE.
- All authorized media (reporter or camera operator) who are otherwise authorized to be on the parade route, shall not situate themselves any closer than 3 meters (10 feet) from any horse on the route. Approaching a horse from behind is not recommended, always approach from the front, and do so slowly, ensuring that the handler, driver and/or rider of the horse is aware and approving of your presence.
- In addition, no authorized media shall place themselves in front of any parade entry while the parade is moving, with the exception of a single camera operator for the authorized parade broadcasters (Global Television and CTV). These camera operators must remain no less than 15 meters or 40 feet from the front of the moving entry. For everyone's safety, all media must follow direction from parade officials at all times, of be permanently removed from the route.
- At no time make any loud sudden noises such as shouting out to get the attention of a parade participant.
- Do not stand for any length of time blocking the view of parade spectators
- Do not block the path of any official parade conveyance (golf cart, Gator etc.) or emergency vehicle. The curb lane on the outside of the parade route is for emergency vehicles. Please remain on the inside curb lane (or the inside of the horseshoe – north side of 9th Ave; south side of 6th Ave).
- If you witness an emergency or see something suspicious at any time, please notify any parade official, or call Bob Young at 403-850-5575.
- At all times you must obey and follow the instructions of Parade Safety Officials. Any violation of any safety procedures and protocols could result in the loss of privileges including, but not limited to, access to the Parade Route.

Thank you for your participation and your cooperation. We are very proud of the product we put on the streets and appreciate your work to showcase our parade to the world.

Calgary Stampede Parade Committee

For further information please contact:

Bob Young, Chair
Media and Communications Sub-committee
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