

The Greater Amman Municipality Celebrates First Municipal Council through the “Centennial Parade”

The Biggest Street Event of its Kind in the Region

Amman, Aug ..., 2009: The Greater Amman Municipality (GAM) is celebrating this year the centennial anniversary of the founding of its first municipal council in 1909, and to mark the occasion, the municipality is organizing the "Centennial Parade" on October 9, 2009. The aim of the parade is to commemorate the 10th anniversary of His Majesty King Abdullah II's accession to the throne, to celebrate the municipality's centennial anniversary and a celebration of the City and its people who have brought life to it.

The Centennial Parade will be the biggest event of its kind in the region in terms of the number of participants, representation of the various segments of society, the quality and diversity of the participating units and performances.

The march will celebrate the journey of 100 years, starting from the early beginnings of the City, passing through the present and walking into the future. The parade will reflect ten decades, each celebrating the most prominent events that constituted a historical milestone. Every decade will be represented by a decorated float followed by units that are associated with that same period.

The parade will include over 100 participating units; 10 floats, *Khayaleh* (horse mounted police) and *Hajaneh* (camel mounted soldiers), walking units such sports teams, school and university students, scouts, marching bands, as well as representatives of various unions and professions in addition to entertainment troupes.

The Parade will begin at 3 pm on Friday October 9 at the Roman Theater and will end at The Greater Amman Municipality complex at Ras Al Ain. Hundreds of thousands shall gather for three hours of fun and entertainment while millions will have the opportunity to watch the live televised broadcast. There will also be to a huge advertising and media plan devised to secure full coverage of the Centennial Parade.

H.E. Eng. Omar Maani, the Mayor of the Greater Amman Municipality, stated, “The municipality aims at organizing an event that is local in its spirit and international in its standards. GAM is working on encouraging the participation of various community members in this parade; a national unprecedented event that aims at creating a sense of national unity and the spirit of belonging to the City of Amman among all Jordanians.

Since the founding of the first municipal council in 1909, Amman has seen significant transformations and a tremendous growth, from a small village with a population of no more than a few thousand to a City full of vitality with a population of 2.25 million and a total area of 1700 square kilometers.

The Investment and Tourism Advisor to the Mayor of Amman, Mr. Khaled Burgan stated, "This parade is expected to be one of the most prominent public events in the program of the centennial celebrations, which the Municipality had launched at the beginning of this year. The Calendar includes honorary celebrations, conferences, conventions, seminars, music, art, cultural and sports events, in addition to various events for children. Major public events include Amman Summer Festival, Amman International Marathon and the upcoming Centennial Parade. We hope to bring together all Jordanian citizens to one location to celebrate Amman, our City, our Capital"

He concluded by saying, "In anticipation of the event, preparations have already begun at earlier this year. They include float building, designing costumes and training tens of units to be part of this colorful and choreographed procession. We are looking forward to this national occasion which requires the participation of more than 500 people to ensure a vibrant and outstanding event."

At a meeting to discuss the various available sponsorships opportunities, Mr. Burgan emphasized that the goals and objectives of the parade would not be possible without the active and solid partnership between the public and private sector. The meeting concluded with a variety of companies and organizations pledging their sponsorship for the parade, while many more opportunities for sponsorships and support are still available.

The idea of the parade as a celebration is not recent. Parades have existed in the area for a long time. The Caliphs (Arab rulers) regularly organized parades. The most important parade was the Ramadan Parade, which took place as soon the Holy month of Ramadan was officially announced. The Caliphs Friday Parades were also a well known spectacle, especially on the 2nd, 3rd, and 4th Fridays of the month of Ramadan where gifts were distributed to the parade participants. Eid Al Fiter (religious holiday) parade was also one of the biggest and most remarkable parades in the Islamic State.

To participate in or for more information about the Parade, visit www.centennialparade.jo

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Note to the editor:

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The Greater Amman Municipality (GAM) is organizing the "Centennial Parade" on October 9, 2009 to celebrate the founding of its first municipal council in 1909 and to commemorate the 10th anniversary of His Majesty King Abdullah II's accession to the throne. The Centennial Parade will be the biggest event of its kind in the region in terms of participants, representation of the various segments of society, the quality and diversity of the participating units and performances. Hundreds of thousands

of Jordanians will gather during the parade, while millions will have the opportunity to watch the live televised broadcast.