



NEWS RELEASE



FOR IMMEDIATE RELEASE

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City of Irving Plans Nostalgic Virtual July 4 City Produces Video covering 50 years of Irving's July 4 festivities

(IRVING, TEXAS) — Get Ready for a Virtually Fun-tastic #IrvingJuly4! See old friends or maybe even a younger you.

Due to COVID-19, community safety is the city's No. 1 priority this year, so the Irving Independence Day Parade, Reception and Fireworks Show is transitioning from live to virtual with the Irving Virtual Fourth of July.

While the parade and fireworks display have been canceled, the show will go on — streamed on social media and aired on cable television.

Here's how to take part in the festivities:

Participate

First, receive a FREE Family Fun Fourth Pack full of patriotic items for the entire family to enjoy by uploading July Fourth photos depicting previous celebrations. Upload the photos to Facebook, Twitter or Instagram and use the hashtag #IrvingJuly4. For those who would prefer email, send your photos to recinfo@cityofirving.org.

Make them fun. Crazy party décor, past parades, silly costumes, dogs parading around with sparkler headbands — anything Independence Day themed.

Then, those who submitted photos can go to Senter Park or Cimarron Park Rec Centers starting Tuesday, June 30 through Thursday, July 2 from 10 a.m. to 7 p.m. to pick up a FREE Family Fun Fourth Pack. Just show the posted or emailed photo.

July 4 Virtual Watch Party

On July 4 at 8:30 p.m., tune in for a look back at Irving's "best of" Fourth of July celebrations including nostalgic footage of parades, fireworks and music.

Irving Community Television Network (ICTN) is putting together the celebration video that will include photos combined with video of past parades dating to the '70s. Think nostalgia meets today. The video also will include music from former celebrations as well as this year's band, Downtown Fever, and will air on several platforms.

Cable Television

AT&T U-verse Channel 99 — Select Irving Community Television Network
Spectrum (Charter) Channels 16, 95, 96
Frontier Channels 30, 31, 32

Online

ICTN.tv or on YouTube @TheCityofIrving

Devices

Facebook @TheCityofIrving

For more information, visit IrvingEvents.org, (972) 721-2501 or email recinfo@cityofirving.org.

Remember to upload or email those photos as soon as possible to receive the FREE Family Fun Fourth Pack, while supplies last.