



NEWS RELEASE

City of Seaside Visitors Bureau

For Immediate Release

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Seaside Hosts Prom Centennial Parade and Ceremony

Seaside, Ore. – July 22, 2021 – The City of Seaside will host a parade and ceremony on Saturday, August 7 to commemorate the centennial of the Seaside Promenade, which was officially christened on this day in 1921 when hundreds of officials from across the state joined then-Governor Olcott in Seaside to watch Martha Hagmeier, age 8, break a bottle of sea water on the concrete.

The Prom Centennial Parade will begin at 10 am near City Hall (989 Broadway), which was the historic location of Seaside's train station, and then proceed west down Broadway to the Turnaround. The Royal Rosarians, Portland's official ambassadors of goodwill, were present at the 1921 dedication and will return to Seaside to join the parade. Additionally, the group's prime minister will plant a rose at the corner of Broadway and Holladay in the city's Historic Gilbert District to commemorate the day's activities at 11:30 am.

At 1 pm, all visitors and residents are invited to an official ceremony at the Turnaround, which will include remarks from mayors past and present, community representatives, and officials in attendance. State Senator Betsy Johnson will give the keynote speech. A time capsule will be buried during the ceremony and another bottle of sea water will be broken to commemorate the milestone. The public is invited to gather on the beach facing the Turnaround, which will serve as a stage for the ceremony. Those wishing to sit are advised to bring chairs or beach blankets.

“As then-Mayor Hurd made clear in 1921, the Prom is not for Seaside alone but was quite literally built through local cooperation for the enjoyment of everyone,” said Joshua Heineman, director of tourism marketing for the City of Seaside. “Please join us as we celebrate the past and look forward to another hundred years of timeless memories being made on the playground that is the Seaside Prom.”



The 1.5-mile “Prom”, as it’s now affectionately known, has become one of the most iconic coastal landmarks in the Pacific Northwest, an Oregon nod to the great boardwalks and promenades of the world.

Visitors to Seaside have been experiencing the Prom Centennial all year long with a 32-page limited-edition Prom Centennial booklet and commemorative holographic stickers that are available for free at the City of Seaside Visitors Bureau and Travel Oregon Welcome Center (7 N. Roosevelt). The book contains history of the Prom, activities and attractions, a historic homes walking tour, and a seasonal passport program and sweepstakes. Find more info at SeasideProm.com.

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