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**Capital One Bank Adolphus Children's Parade Benefiting Children's
Medical Center**

Downtown Dallas to host annual holiday tradition for the 22nd year

DALLAS – Dallas is a far cry from the North Pole. Yet, for more than 20 years, St. Nick and his entourage of marching bands, giant inflatables, costume characters and dancers have commenced the holiday season in North Texas at the Capital One Bank Adolphus Children's Parade, a seasonal spectacular that celebrates and benefits Children's Medical Center in Dallas. More than 350,000 parade-goers join Santa in downtown Dallas every year on the first Saturday of December to share in the cherished holiday tradition. This year's Parade is scheduled for Saturday, December 5, at 10 a.m.

The theme of this year's Parade is "Believe in the Magic," and spectators will get a sneak peek at all that's required to make Santa's biggest night of the year a miracle for kids of all ages. More than 10 giant inflatables will float down the Parade route, and friends like Miss America, Strawberry Shortcake and Spider-Man will excite both the young and the young-at-heart.

Not only is the Parade an annual holiday tradition for families, but it is also a significant fundraiser for Children's Medical Center, a not-for-profit pediatric hospital regularly recognized as one of the best hospitals for kids in the country. Each year, dozens of past-patients ride in the Parade as shining examples of the magic that takes place every day at Children's Medical Center.

WFAA-TV will broadcast the Capital One Bank Adolphus Children's Parade live, and more than 350 television stations in 159 markets will show the Parade in syndication throughout the holiday season. The Capital One Bank Adolphus Children's Parade has become an award-winning holiday tradition for thousands of families throughout North Texas and coast to coast.

This year's Parade is sponsored by Capital One Bank, one of the newest tenants in downtown Dallas, and the Adolphus hotel, one of downtown's landmark businesses.

For more information about the Parade, including route information and photos, visit www.childrens.com/parade.

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About Children's Medical Center

The Children's Medical Center pediatric healthcare system devotes itself solely to caring for the complex medical needs of children. The hospital is ranked among the nation's top 10 hospitals by *U.S. News & World Report*, and its nursing services rank in the top 5 percent of the nation's hospitals for nursing excellence. Children's is also the state's only pediatric hospital with Level 1 Trauma status and one of only 15 in the United States able to care for severe traumatic injuries in children. Through its academic affiliation with UT Southwestern Medical Center, Children's medical staff conducts research that is instrumental in developing treatments, therapies, and greater understanding of pediatric diseases. Children's is private, not-for-profit, and is the ninth largest pediatric healthcare provider in the country with 483 licensed beds, two full-service campuses and 10 outpatient sites. Many of the more than 50 specialty programs of the Children's system have received national and international recognition, confirming a stellar reputation for Children's and UT Southwestern Medical Center as one of the finest pediatric healthcare providers in the U.S. For more information, please visit www.childrens.com.

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