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Altoona Proud

A Monthly Insight into all that is Altoona

City of Altoona Veterans Day Parade

The City of Altoona's 2026 Veterans Day Parade will be held on Wednesday, November 11th at 10:30 AM in Downtown Altoona. The parade will form at 8th Avenue & 17th Street at 10:00 AM. Beginning there at 10:30 AM, the parade will move to 12th Avenue, down to 12th Street, to 11th Avenue and will end at 16th Street. Following the parade, a service will be held at the Robert E. Laws Veterans Mall on 11th Avenue and 14th Street. Command Sergeant Major Joseph Keirn will be the keynote speaker and the Altoona Area High School Ensemble will be performing. There will also be a Proclamation from Mayor Pacifico.

This is a brief, but very important service to honor our veterans and it is especially meaningful to the veterans who attend. For this reason, everyone is encouraged to stay just a little longer after the parade to be part of this special event and show the men and women of our Armed Forces how much they are truly respected and appreciated!



Operation Our Town Landlord Workshop

Operation Our Town will present a Landlord Educational Workshop on Friday, November 13th, 2026 at the Altoona Grand Hotel, located at 1 Sheraton Drive in Altoona. This workshop will provide information on common fair housing violations, tips on how landlords can help tenants be successful, tax claim sales, City of Altoona Community Development updates and more.

The workshop is free to attend and lunch is included. Registration is from 8:30 AM – 8:45 AM with the program beginning at 8:45 AM and ending at 2:45 PM. Area vendor tables will be set up during the lunch break. Pre-registration is required by November 6th, by calling (814) 296-8730 or by email at oot@operationourtown.org.

Christmas in November

The 2026 Holiday Lights on the Lake begins Friday, November 13th, at Lakemont Park, 700 Park Avenue, Lakemont. The drive-through display of over one million lights is open nightly from 6:00 PM- 10:00 PM. Get an extra jump into the holiday spirit with a visit to the Lights on the Lake Holiday Market on Saturday, November 14th, from 4:30 PM – 8:30 PM. The Holiday Market evening will feature walking tours, craft vendors, food trucks, live music and, of course, Santa's Village. For information on both the Holiday Market and the Lights On The Lake, visit www.lakemontparkfun.com





Enjoy the magic of Victorian Christmas tours at the Baker Mansion History Museum, beginning Friday November 20th through Sunday, December 20th. This is a wonderful opportunity to enjoy the beautifully decorated historic Mansion and discover how Christmas was celebrated during the Victorian era. Tours are offered daily from 11:00 AM – 4:00 PM. For admission rates and additional information, visit www.blairhistory.org/events



Join ArtsAltoona for their 4th Annual Christkindl Market on Saturday, November 21, 2026, at the Unter Uns Musical and Entertainment Society, 1401 Van Buren Avenue in Altoona. The event, which runs from 11:00 AM – 4:00 PM will feature a festive, German-style holiday market with live music unique vendors and delicious food. The event, open to friends and family of all ages, will have hands-on kids' crafts, basket raffles, drinks and spirits. Admission is $5 for adults and children ages 12 and under are admitted free.

On Saturday, November 29th, 2026, the Rairoaders Memorial Museum will host Christmas Junction, an indoor Christmas market at their facility 1200 9th Avenue in Altoona. The day begins at 10:00 AM and continues until 4:00 PM. Admission is free, so come inside and experience the Railroaders Museuum in a whole new way. Visit www.railroadcity.org/events for more details.



Small Business Saturday-November 28th

Saturday, November 28th, 2026 is Small Business Saturday. This day has been recognized nation-wide since 2010 in support of small, local independently owned retailers and restaurants. The City of Altoona is fortunate to be the home of many great small businesses, from clothing and boutique shops to coffee shops, breweries, bakeries and unique eateries. These gems are found both in downtown Altoona and in surrounding areas of the City and you can find a listing of them by visiting www.blairchamber.com.

There are over 36.2 million small businesses in the United States, and when small business owners generate revenue, roughly 70% of that spending stays directly in the area for local wages and benefits. This keeps money right here in our community. Support our local merchants, craftsmen and small businesses on November 28th and share your favorite local finds on social media, using the hashtags #ShopSmall or #SmallBusinessSaturday

Spirit of Christmas Parade and the Altoona Holiday Market



This year, downtown Altoona brings a new holiday tradition, the Altoona Holiday Market. The festivities will begin on Friday evening, December 4th at Heritage Plaza in downtown Altoona, from 5:00 PM – 7:00 PM. There will be photo opportunities with Santa, holiday music, food and drink vendors and, of course, a tree-lighting ceremony with Santa and Mayor Pacifico. The popular petting zoo will be back again and the day will conclude with fireworks. The Holiday Market continues on Saturday, December 5th and also the following weekend, December 11th and 12th. Stay tuned for more information in the December issue of this newsletter!

Seven Mountains Media and the City of Altoona invite you to enjoy the season with the Spirit of Christmas Parade, to be held on Saturday, December 5th, beginning at 1:00 PM. The parade begins at 17th Street and 9th Avenue, continuing downtown on 12th Avenue to 11th Avenue where the grandstand, with Seven Mountains Media emcees, City of Altoona staff and parade judges, will be located near Heritage Plaza.

Registration is open for parade participation by visiting www.spiritofchristmasparade.com. Cash prizes of $500 will be awarded to the Best Performance Group (marching band, dance group or drum corps) and to the Best Overall Float. Second place in each of these categories will be awarded $250. The judges will be looking for creativity, craftsmanship and what sets your group or float apart from the others.

AMTRAN will be out in front of the parade collecting for the food bank, so, if you can, bring an item to help our families in need this winter. Seven Mountains Media's host personalities will head parade units and announce the parade. The parade will also be streaming on both the City and radio stations' Facebook and YouTube channels. The Altoona Post Office will be collecting letters to Santa to send to the North Pole.

Bundle up and bring your family for a festive entry into the holiday season!

City of Altoona Snow Angels Program



Snow and ice-covered sidewalks are dangerous for everyone. As we prepare for what is predicted to be a cold winter, many of our older residents and people with disabilities may need help keeping their sidewalks clear. The City of Altoona's Snow Angels Program has been created to help meet this need.

The City is looking for Snow Angel volunteers who are physically capable of shoveling or removing snow and ice. City residents, community groups, students and faith-based organizations are encouraged to register.

Snow Angel recipients must be at least 65 years old, or be disabled and unable to perform snow removal because of physical impairments. Additionally, they must live within the City limits and lack other resources to assist with snow removal. Please keep in mind that this program is totally reliant on volunteer participation, so assistance cannot be guaranteed, but we will make every effort to recruit as many volunteers from throughout the City as possible, to be able to serve as many areas and citizens as possible.

There is an online application and waiver for both volunteers and recipients and applications are currently being accepted. The goal is to match volunteers with recipients in their area, so nearby assistance can be provided. Both volunteers and recipients will be notified by email or phone when a match is made. Recipients do not have to be at home and need to allow reasonable time for volunteers to arrive with assistance.

If you are interested in being a recipient, or becoming a volunteer, you can visit the website at www.altoonapa.gov/snowangels to complete the application and waiver. If you have questions, contact the Codes and Inspections Department at 814-949-2456.

Help our local senior citizens and people with disabilities to be safe this winter!



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