

From the desk of:

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CITY OF ALTOONA

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Altoona Proud

A Monthly Insight into all that is Altoona

City of Altoona Veteran's Day Parade

The City of Altoona 2023 Veteran's Day Parade will be held on Saturday, November 11th at 10:30 AM in Downtown Altoona. The parade will form at 9th Avenue & 17th Street at 10:00 AM. The parade route will begin there at 10:30 AM, moving to 12th Avenue to 12th Street and then to 11th Avenue to 15th Street. Following the parade, a service will be held at the Robert E. Laws Veterans Mall on 11th Avenue and 14th Street. We encourage residents of the City to come and show thanks to our local veterans!

A bus will be provided for any veteran wishing to ride in the parade. Contact Commander Michael McDonough at 814-329-8472 to be included. Please join us to celebrate, and support, the men and women who have served our City, State and Nation in any branch of the United States Armed Forces.

VETERANS DAY
HONORING ALL WHO SERVED
PARADE

★ **SATURDAY - NOVEMBER 11th**
10:30 A.M. - DOWNTOWN ALTOONA
9th Ave & 17th St to 12th Ave to
12th St to 11th Ave & 16th St
SERVICE TO FOLLOW AT
VETERANS MALL - 11th AVE & 14th ST

CONTACT MIKE MCDONOUGH
MICMAC42649@AOL.COM
814-329-8472

Paint The Plow Contest

The four schools participating in the 2023 Mayor's Paint the Plow Contest have worked hard throughout the month of October to complete their designs. The plows, representing Juniata Gap Elementary School, McAuliffe Heights at Irving Elementary School, Holy Trinity Fairview, and Holy Trinity Eldorado will be on display beginning November 3, 2023 at the Station Medical Parking Lot on the Corner of 9th Avenue and 17th Street. The public can view photos of the plows, and vote for their favorite, by visiting the Mayor's Facebook page, www.facebook.com/MayorPacifico. Voting is open from November 4th through November 17th. Winners will be announced and will be featured in this year's Spirit of Christmas Parade on December 2nd, 2023. Be sure to go to the Facebook page to vote for your favorite plow design!



(previous year's Mayor's Paint The Plow Entries)

Small Business Saturday-November 25th

Saturday, November 25th marks this year's Small Business Saturday. This is a day to shop small, local independently owned retailers and restaurants. The City of Altoona is proud to have many small businesses to offer.

According to the U.S. Small Business Administration, there are 33 million small businesses in the United States, making up 99% of firms with paid employees, creating 62% of the net new jobs and employing over 46% of the private sector workforce. Clearly, small businesses make important contributions to our economy and our local community.

Last year, 72% of consumers reported that Small Business Saturday 2022 made them want to shop and dine at small retailers and restaurants all year long. This is exciting news for our local small businesses and we hope the trend will continue in 2023.

Please help our local small businesses to thrive this holiday season. You can find a list of businesses by visiting www.blairchamber.com and Happy Small Business Saturday Shopping!

Help Those in Need This Holiday Season

The Thanksgiving Holiday is only a few weeks away and, while many of us plan big feasts with more than enough food, others have little or nothing to eat. We thank all of the groups and organizations who are helping to create a better holiday for those in need. Please share these opportunities with those you know and help if you can. Together we can make a difference.

FOOD PANTRIES / DONATION OPPORTUNITIES:

Many food pantries are available throughout the City, including the St. Vincent DePaul Food Pantry, the Reaper's Food Ministry at First Baptist Church, The Father's House Food Pantry, and St. Luke's Episcopal Church Food Bank, to name a few. Many of them welcome donations and volunteers, particularly at this time of year.

For details on any of the organizations listed above, as well as a comprehensive list of all food assistance resources, go to <https://www.findhelp.org/food/food-pantry--altoona-pa>

The Salvation Army will be distributing Thanksgiving boxes to over 200 families for this Thanksgiving.

Mountain Lion Backpack Program – This program provides weekend meals, drinks and snacks to 1,000 school age children in Altoona every weekend, all through donations. The four days of Thanksgiving vacation are particularly difficult and they need the community's help to provide these children with food for these 4 days away from school.

Seven Mountains Media is hosting a Turkey Drive at the Altoona Curve PNG Field parking lot on Friday, November 3rd from 12PM – 5PM. Citizens are asked to consider donating frozen turkeys and / or other holiday essentials such as green beans, cranberry sauce, stuffing mixes, corn, gravy, instant potatoes, etc. All donations will go to the St. Vincent DePaul Food Pantry to be distributed to families in need during this holiday time.

FREE THANKSGIVING DINNER:

Champion Life Church will host its 15th Annual City-wide Thanksgiving Dinner on Saturday, November 18th at 12:00 PM at 1314 12th Street, Altoona. The meal includes turkey, stuffing, mashed potatoes, sweet potatoes, gravy, vegetables and dessert. For information, or to volunteer, contact the Champion Life Church office at 814-942-9400. All are welcome.



2023 Ugly Christmas Sweater 5K

Benefits the Blair Emergency Services Chaplain Platoon
You'll never run better than in an ugly Christmas Sweater...but sweaters are optional!

UGLY IS GOOD



**B.E.S.C.P. 5K
2023**



**Ugly
CHRISTMAS
Sweater 5K**

5K Run/2 Mile Fun Walk
Holiday fun included- City Christmas Parade follows
Saturday, December 2nd 2023
Run starts at 9:00am: Walk starts at 9:10am

**INFO AT FACEBOOK.COM/BESCP UGLY
SWEATER 5K
REGISTER AT RUNSIGNUP.COM/BESCP
UGLY SWEATER 5K OR 2 MILE WALK**

It's time once again for the 2023 Ugly Christmas Sweater 5K Run and 2 Mile Fun Walk, scheduled for Saturday, December 2nd, beginning at 9 AM. There will also be a free Reindeer Run for kids, live music, and lots of other festivities

Registration is \$26, with proceeds from the Race benefiting the Blair Emergency Services Chaplain Platoon (BESCP), who provide Peer 2 Peer support for the Emergency Services Community and their families in Blair County.

Information is available on the BESCP Facebook page at facebook.com/BESCP and participants can register at runsignup.com/BESCP until December 1st. Registration is available on Race Day at a slightly higher cost.

Please come out to run, walk, or just support the participants and this great cause!

Glow Up Night & Spirit of Christmas Parade



**CITY OF ALTOONA
PENNSYLVANIA**

**Glow up
DOWNTOWN
ALTOONA**

A HOLIDAY LIGHTS EVENT

ENJOY THE GLOW OF THE HOLIDAY SEASON IN
HERITAGE PLAZA IN DOWNTOWN ALTOONA

DECEMBER 1ST - 6 PM TO 9 PM

VENDORS | LIVE MUSIC | TREE LIGHTING
FREE OUTDOOR HOLIDAY MOVIE SHORTS
PHOTO OPPORTUNITIES | FIREWORKS

**Burgmeier's
Hauling Inc.**



**SEVEN
MOUNTAINS**

**SPRIT OF
CHRISTMAS
PARADE**

2023

**CITY OF ALTOONA
PENNSYLVANIA**

Sponsored by:
Courtesy
Motors

**ROCKY
MOUNTAIN**

W

FROGGY 98.1

POP!
104.5FM

Get ready for a weekend of holiday celebration as we bring in the season with two great events.

On Friday evening, December 1st, join neighbors and friends from 6 PM to 9 PM at Heritage Plaza for tree-lighting, music, food, carft vendors, fireworks and more, sponsored by Burgmeier's!

Then head downtown on Saturday, December 2nd for the Annual Spirit of Christmas Parade, which begins at 1:00 PM. Or come early to cheer on the runners of the Ugly Christmas Sweater 5K and Holiday Fun (see article above!). It will be a great weekend to ring in the holiday season, so we hope to see everyone there!

Altoona's Heritage

In our continued series celebrating the diversity of the City of Altoona, this month we highlight:

Italian-American Heritage in Altoona, PA

According to the most recent census, over 14% of Altoona's residents have significant Italian heritage. That is 4% more than the Pennsylvania average and double the United States average for Italian Americans.

With employment opportunities in the coal and railroad industries, Altoona received hundreds of Italian immigrants during the European migration to America in the mid to late 19th century. Although these immigrants came with the hope for a better life, poverty prevailed throughout their neighborhoods. Frequently, for example, several families shared a single outhouse.



Such inconveniences were insignificant, however, in comparison to the language barrier that prevented religious and social affiliation with the existing community. The Italians needed separate institutions to establish themselves, prompting the creation of clubs like The Buccinese and Cesare Battisti and neighborhoods such as Little Italy, an area adjacent to Gospel Hill. The beautiful Catholic Church, "Our Lady of Mount Carmel" was founded by the Italian immigrant community and remains an important spiritual home for residents of the City.

Ultimately, establish themselves they did! With business names such as Alto Market, DelGrosso's, LaJo's, Pacifico Bakery and Fiore businesses, it's easy to see the sizable footprint that Italian American immigrants and their descendants have made in our City and surrounding area!



MAYOR MATTHEW A. PACIFICO

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