

THE SANTA CLAUS PARADE

120 MAGICAL YEARS



01

IT DEBUTED ON DEC.2, 1905

It was originally a “one man show” with Santa as the only attraction. Santa travelled in a horse-drawn Eaton store delivery truck from Union Station through downtown Toronto handing out souvenirs and surprise packages along the route.



02

SANTA FLIES INTO TOWN



In 1919, Santa arrived by air. He touched down on the Aerodrome on Eglinton Avenue, seven years before Lindbergh arrived in Paris. He was to be pulled by horses with outriders dressed as lions. The horses didn't appreciate the lions.

03

SANTA'S FLOAT IN 1953

Santa “came to town” on a float, featuring a sleigh led by eight white mechanical reindeer. This has been Santa's trademark for the Parade ever since.



04

SANTA GOT A NEW FLOAT IN 2016



At a whopping 42 feet – the longest float that had ever been produced – joined the Parade to bring Santa to town in a grandiose fashion. It was used for six parades until it was replaced in 2022.



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Source: Ontario Heritage Trust and Santa Claus Parade Official website