

LJVMA Board Votes for Change in Christmas Parade Name

The following Faith-Neutral Parade Name Position Paper, which was written by a La Jolla minister, was read aloud to the La Jolla Village Merchants Association (LJVMA) Board of Directors on July 9, 2014. The LJVMA Board then voted (8-2) to “Ask that the La Jolla **Christmas** Parade NAME BE CHANGED from a **faith-based name** to a faith-neutral name.”

Faith-Neutral Parade Name Position Paper

(Written by a La Jolla Minister)

Since the founding of UC San Diego, the seaside neighborhood of La Jolla has been transformed from an exclusive enclave where only some people were welcome, to a diverse community which welcomes all, regardless of race or religion. We believe that important events that involve all of La Jolla, that seek sponsorship from the neighborhood businesses and community groups, and that encourage the participation of everybody in La Jolla, should have names that all people can embrace.

The period between Thanksgiving and the New Year is an exciting time for children of all ages and all religions . . . and even for those who espouse no religion. The word “holiday” acknowledges that these days are holy to many without defining for them what “holy” means. If the name of the La Jolla **Christmas** Parade were changed to the La Jolla Holiday Parade, no one would be discouraged from celebrating according to his or her traditions. Decorated trees, angels, Santa Claus, and nativity scenes could still be a part of group displays. But the name change would make it clear that **those who wish to display other symbols. . . .**

. . . . are no less welcome than their Christian neighbors.

Let us begin this important dialogue. Let us begin not because anyone is against **Christmas**, but because La Jolla is a diverse and inclusive community where ALL people are welcome – not just for eleven months, but for all year long.