



City of Dallas

June 14, 2011

Mavs Victory Parade to Be Held Thursday

(DALLAS, TX) In celebration of the Dallas Mavericks' victory over the Heat which secured their titles as NBA Champions, the City of Dallas will be hosting the Mavs Championship Celebration Parade on Thursday, June 16th at 10 a.m. The parade will feature Mavs owner Mark Cuban, founding owner Don Carter, President of Basketball Operations Donnie Nelson, President/CEO Terdemy Ussery, Coach Rick Carlisle, and all the team's players, support staff and families.

The parade will start at Young and Griffin, going west on Young, north on Houston, west on Continental, north on Victory and ending at Victory Plaza. The conclusion of the parade will feature a special ticket holder only event for fans in the American Airlines Center.

The City is expecting approximately 250,000 people to attend and has taken steps toward making the event as safe and accessible as possible. Those who plan on driving are encouraged to carpool.

Dallas Area Rapid Transit (DART) and the Trinity Railway Express (TRE) will have expanded service to support the Dallas Mavericks' parade and celebration at the American Airlines Center on Thursday, June 16.

- DART Rail will operate a rush hour schedule between 6 and 9 a.m. with trains every 15 minutes.
- DART Rail Red Line trains north of downtown Dallas will operate every 7.5 minutes as scheduled.
- All DART trains will convert to 10 minute service no later than 9 a.m. from end of the line stations. This will continue through the parade and AAC events.
- All Green Line trains will operate with three cars through the event. It connects customers directly with Victory Station and there's ample parking

at North Carrollton/Frankford, Trinity Mills, Bachman, Market Center, Buckner, Lake June and Lawnview stations.

- DART Rail ridership is growing and the lots at Parker Road, Bush Turnpike and Downtown Garland stations have limited vacant space. Consider using Arapaho Center Station if Parker Road and Bush are full or Forest/Jupiter or LBJ/Skillman if Downtown Garland is full.
- The parade route is an easy walk from any of these stations: Akard, West End, Union or Convention Center. Akard and West End serve Red, Blue and Green lines. Union and Convention Center serve the Red and Blue lines.
- Convenient DART bus service is available from the Addison Transit Center (Routes 205 and 183) and Lake Ray Hubbard Park and Ride (Route 283). Midday service is available for post-event trips.
- 60 additional buses will be available at West End Station (25) and Victory Station (35) after the events.
- TRE is adding rail cars where possible to the seven trains arriving at Union Station between 6:38 and 9:26 a.m. Additional trains will be stationed at Union Station for post-event service.

Although DART and the TRE are adding service, with an anticipated turnout of 250,000 Mavs Maniacs, customers should plan to arrive early and expect some delays after the events.

DART information is available at www.DART.org or by calling 214-979-1111. TRE information is available at www.TrinityRailwayExpress.org. Service updates are also available via DART.org or by following DART on Twitter @dartmedia.

The Dallas Police Department recommends following the activity of its social media pages where visitors can receive updates on parking, traffic and crowd control. These can be accessed at facebook.com/DallasPD and twitter.com/DallasPD.

The top priority of any large event like this is safety. Fire Chief Eddie Burns and Police Chief David Brown, who are both in charge of public safety at the parade, have made efforts to increase the likelihood of a safe and fun experience for everyone. Chief Brown has emphasized the importance of good behavior and has taken steps to ensure that officers of all kinds will be visible throughout the course of the parade. To prevent any kind of terrorism or harm to the public body, attendees are encouraged to alert authorities if they see anything suspicious or out of the ordinary. Because of the high profile nature of the parade, interlocking barricades will help keep people in place.

With temperatures expected to be 100 degrees (even in the morning), the possibility of heat exhaustion should be taken very seriously. Fire rescue will be stationed around the parade for this purpose, but visitors are strongly encouraged to keep themselves hydrated at all times. Alcohol is discouraged, as the fluid itself tends to dehydrate the body. Light weighted, light colored, and loose clothing is recommended and sunblock will most likely be necessary as well. Chief Burns has also suggested using the buddy system so attendees can keep an eye on one another. According to Burns, the Mavericks have also sought out a vendor to provide water throughout the course of the parade.

In addition to celebrating our Mavericks' victory, this event will be a shining spotlight on a vibrant city that is growing every day. For more information on the parade, visit dallascityhall.com or the Dallas Convention & Visitor's Bureau has set up a special Web site for out of town visitors: visitdallas.com/parade

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