America's Hometown Thanksgiving Parade

Participant/Volunteer Information

Parade Overview

Step-off: 10:00 AM at Plymouth Rock. Route: South from Plymouth Rock, up Water St., north on Main St., ending at Nelson St. (Old Benny's Plaza). Check-in begins at 7:30 AM at Town Wharf, Plymouth, MA.

Broadcast Note

The parade is broadcast live on WCVB Channel 5. Please follow all coordinator and volunteer directions. Violations of dress code, timing, or conduct may result in removal.

Check-In Locations

- Parade Participants and Volunteer Check -In Booth: 5 Town Wharf, Plymouth, MA 02360. From Route 3, take Exit 15A (US-44 East), continue 1.1 miles, follow N. Park Ave, then take the 2nd exit at the roundabout onto Town Wharf.

Buses & Trucks Drop-Off & Parking

- Following a quick drop-off at Town Wharf, drivers can park either behind East Bay Grill in the large parking lot or at Holmes Field. Parking at Holmes Field will help your bus avoid road closures and leave more quickly after the parade. At the end of the parade, your group should continue straight to Holmes Field to meet your bus. Buses can then head north out of town to connect with Route 3. If you prefer to stay parked at the waterfront area or have arrived too late to avoid the road closure, please park at Leo F DeMarsh Boat Ramp (185 Water St) behind East Bay Grill.

Drop-Off & Parking (other vehicles)

- Quick drop-off at Town Wharf, then park nearby (Cabby Shack, East Bay Grill, Nelson Park area).
    - Pay-to-park lots: $2/hr. kiosk or $1.50/hr. via Passport Parking App. Free

parking and early exit available at Holmes Field (Robbins Rd.).

- Horse groups and antique/military vehicles will receive separate instructions.

Line-Up & Marching

Arrive by 7:30 AM. Check in immediately.

- Sponsors/banner carriers wear black pants, dark shoes, and matching tops (no jeans).
- Marching participants, historical or themed costumes must be pre-approved. Check in separately from parade volunteers. You will be told your line-up location and placement at the check-in booth or by LINEUP POSTER.
- Lineup by 9:15 AM, step-off readiness by 9:40 AM. Keep areas clean.
- Restrooms provided.

Parade Stops

There are seven planned stops of two minutes or more during the parade. Maximum stop time is four minutes. Additionally, there will be times when the pace slows down. In that regard, it is important to adhere to the group in front of you. When they STOP or slow down, set your march distance of 20 feet behind them and STOP or slow down. Wait for a restart and proceed.

Parade Rules

No candy, pamphlets, or political messaging. Do not stop performing or walk through the TV broadcast area unless part of a performing unit. Maintain 20 feet between groups. Avoid loud noises near horses. No unauthorized vehicles. Follow coordinator directions and keep moving.

Road Closures

7:00 AM–End: Water St. (Union St. to Town Wharf Rotary), Brewster, Howland, Chilton, and Memorial Streets.
8:30 AM–End: Main St. Extension to Court St., ending at Nelson St. (Old Benny's) and Holmes Field area.

Final Reminders

Follow instructions from coordinators and police. Cars left on the parade route will be ticketed or towed. Non-compliance may prevent future participation.
Thank you for helping make America's Hometown Thanksgiving Celebration a success!

2026 Parade Participant Map

Refer to the map below for check-in locations, parking, and parade route overview.

