

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

AUGUSTA BRANCH #5165

811 Laney Walker Blvd., Augusta GA 30901 – PO Box 1951 Augusta, GA 30903

706.724.0390 – Fax 706.724.0812

Reverend Melvin Ivey, President

“CELEBRATING 107 YEARS OF SERVICE”

‘The Fierce Urgency of NOW - A Call to Serve’

Dear Community Friends:

The Augusta –Richmond County Branch of the NAACP and the city of Augusta is now making plans for the 2026 Martin Luther King, Jr. Parade. Because this event commemorates one of our own historically renowned pioneers in the fight for justice and equality. We are asking organizations to share this sentiment and take part in this effort.

You joining us would make this day one of the greatest. Enclosed you will find an entry form and details of the parade. If your organization wishes to participate, please complete the entry form. Please ensure you follow all the guidelines as stated to better serve the event.

In order to ensure your placement in the line-up, we must receive your entry form no later than 2 January 2026, along with your entry fee payment.

All Applications & Payments must be mailed to or dropped off to the

Augusta Branch of the NAACP

811 Laney Walker Blvd.

Augusta, GA 30901

Monday – Thursday, 12:00pm – 3:00pm

Or

PO Bo 1951

Augusta, GA 30903

We are proud of organizations like yours. Together, we can make a difference. We look forward to your participation.

Respectfully,

Reverend Melvin Ivey

NAACP President

Ms. Inger Carter

NAACP, Parade Chairman

Mr. Donald Lamb, 2nd VP

NAACP, Assistant Chairman

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“2026 Martin Luther King Jr. Parade”

NAACP Theme:

‘The Fierce Urgency of NOW - A Call to Serve’

When: Saturday, 17 January 2026
Time: Line Up, 11:00am, Parade start time, 1:00pm
Where: See Parade Route Below

Parade Route: The Parade will start at Dyess Park Community Center, located at 902 James Brown Blvd., then west onto Wrightsboro Rd, north onto Augusta Ave., east onto Laney Walker Blvd., north onto 11th Street to Old Johnson Motors.

Entry Cost:

ALL PAYMENTS MUST BE PAID BY CHECK, MONEY ORDER, OR CERTIFIED
CHECK – NO CASH WILL BE ACCEPTED.

- ✓ Cars & Trucks \$45.00
- ✓ Floats \$55.00
- ✓ Churches/Clubs & Alumni Groups \$45.00
 - Car Clubs - \$50.00 for 3 vehicles (each additional vehicle, \$10.00 each**)
- ✓ Schools and Scouting Organizations are free; however, an Entry Form must be completed by the deadline date to participate.

DEADLINE for all applications is 2 January 2026. All Applications must be postmarked no later than 31 December 2025. No applications will be accepted after the deadline – NO ECEPTIONS.

THERE WILL BE A MANDATORY PARADE ENTRANT MEETING AT MAY PARK ON 15 JANUARY 2026, 6:00PM. PLEASE PARK IN THE OLD RICHMOND COUNTY JAIL PARKING AREA- A REPRESENTATIVE FROM EACH GROUP MUST BE PRESENT TO RECEIVE YOUR LINEUP NUMBER(S) AND PARADE INSTRUCTIONS.

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Reverend Melvin Ivey, President

PARADE ENTRANTS RESERVING/USING A FLOAT

All entrants are responsible for reserving their own floats.

Southeastern Float Company

www.southernfloats.com

803. 917.0644

Kirby Parade Floats

www.kirbyparadefloats.com

803.359.3134

Parade Floats by Allen

www.paradefloatsbyallen.com

843889.3166

Parade Award Categories:

Most Creative Group

Best Float – 1st Place

Best Float – 2nd Place

Most Participation from Youth Group

NAACP Theme:

“The Fierce Urgency of NOW – A Cal to Serve”

ALL APPLICATIONS MUST BE PAID BEFORE ENTRANTS ARE PLACED IN THE LINE UP.

CHECKS AND MONEY ORDERS MUST BE MADE OUT TO:

AUGUSTA NAACP #5165

AND MAILED OR DROPPED OFF TO THIS ADDRESS BELOW:

Augusta NAACP

811 Laney Walker Blvd.

Augusta, GA 30901

Office Hours: Monday – Thursday, 12:00pm – 3:00pm

Or Mail To:

PO Box 1951

Augusta, GA 30903