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### 30-second PSA: Homecoming parade is "Takin' Care of Business"

University of Montana–Missoula. Office of University Relations

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**Montana**

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**NEWS RELEASE**

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Oct. 8, 1996

PSA, 30 seconds

**HOMECOMING PARADE IS "TAKIN' CARE OF BUSINESS"**

THIS YEAR'S UNIVERSITY OF MONTANA HOMECOMING PARADE BEGINS AT 10 A.M. SATURDAY AT THE CORNER OF HIGGINS AND PINE AVENUES. THE PARADE PROCEEDS SOUTH ON HIGGINS AVENUE TO UNIVERSITY AVENUE, THEN EAST ON UNIVERSITY TO HELEN AVENUE. MORE THAN 100 FLOATS AND ELEVEN BANDS, INCLUDING THE POPULAR ALUMNI BAND, WILL PARTICIPATE. OTHER ENTRIES INCLUDE YOGI BEAR, CLYDESDALE HORSES AND THE WALKING BOOKWORM. THIS YEAR'S HOMECOMING THEME IS "TAKIN' CARE OF BUSINESS."

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SB  
Local radio and TV  
Parade2.psa