



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Carroll Band Day Evolves into Parade and Community Event

After many years as a cherished Carroll tradition, Carroll Band Day will evolve into a new community-focused celebration beginning in 2026.

The event, scheduled for Saturday, October 10, 2026, will continue to feature the community parade residents know and love while expanding into a full day of activities, entertainment, food, and family fun centered around local businesses, organizations, and community pride.

For years, Carroll Band Day has brought the community together and created lasting memories. In recent years, however, organizers have faced increasing challenges securing marching band participation and parade judges while continuing to manage the growing demands of the event.

“At its heart, the parade has always been what the community enjoys most,” said Chamber Director Ashley Schable. “A parade allows us to build on that excitement while creating an event that is sustainable, inclusive, and centered around community involvement.”

The new format will feature:

- An 11 a.m. community parade
- Local business and organization participation
- Family-friendly activities in Graham Park



- Tournaments and games
- Food and drinks
- Live music at the bandshell
- Expanded opportunities for sponsorships and community engagement

The event will also introduce an annual theme concept, with the inaugural 2026 celebration centered around the 250th Anniversary of the United States. Communities across the country are planning celebrations recognizing America’s 250th birthday, and Carroll organizers believe the theme offers a fun and meaningful opportunity for creativity and community spirit.

“Who doesn’t love a theme?” Schable said. “This gives businesses, organizations, schools, and families a chance to have fun with their parade entries and helps create something fresh and exciting each year.”

The October 10 date was intentionally selected and remains the same weekend traditionally used for Band Day. Organizers noted the date avoids homecoming weekends for both schools and avoids the Iowa vs. Iowa State football weekend, helping maximize community participation.

The Chamber’s current Band Day leadership committee will continue serving in an executive leadership role for the new event, including:

- Sondra Rierson
- Maci Wittrock
- Nicole McCarville
- Kelsea Hawley
- Tim Hawkinson

Additional subcommittees focused on music, food, activities, and parade coordination will also be formed in the coming months.

Organizers emphasized that this isn’t ending tradition but rather evolving it for the future.

“We’re proud of the history of Carroll Band Day and the memories it created for generations,” Schable said. “This is about honoring that spirit while creating a new tradition that can continue to grow with the community for years to come.”

Additional event details, sponsorship opportunities, registration information, and volunteer opportunities will be announced soon.