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**WHAT THE WORLD NEEDS NOW IS A LOVE PARADE -- HUNDREDS TO ENGAGE
IN SPIRIT OF PLAY WITH FREE UNITY MARCH IN UNION SQUARE**

*Citizens of the world marching in playful costumes celebrating unity at
2017 Love Parade NYC*

*The first-annual Love Parade NYC invites all to join a city-wide march, spreading love,
unity and the spirit of play on April 30th.*

Event Details:

Date: April 30th 2017

Location: Union Square Park, South Plaza

Time: 1pm - 5pm

Website: www.loveparade.co/

NEW YORK, N.Y. – Social Wonder Marketing, in partnership with Peace Accelerators, is today announcing the 2017 Love Parade NYC. The inaugural event will take place at Union Square on Sunday, April 30th from 1PM to 5PM, welcoming more than 300 marchers in a celebration of love, compassion and unity at a time the world needs it most. More than 1000 people have already responded to the event's Facebook page.

Humanity has direct access to more knowledge and more powerful technology than ever before. And yet -- we remain in a state of distress, conflict and self-perpetuating cycles of collective unhappiness. Despite the wealth of resources available at our fingertips, we are unable to connect these tools to solutions on a large scale. There is a knowledge gap -- and it's overwhelming for most of us. .

But we believe that our most powerful tool is one of our most natural instincts: connection. Imagine if we could leverage the power of human connection to change the world one mind, one heart, at a time. Before we can engage in conversation to address today's political, environmental, economical, and social issues, we must first remember we are all one species with a common goal - connection and unity.

The goal of Love Parade NYC is to encourage human connectivity by offering an experience of compassion through gift giving and celebration. Expressed through beauty, artistry, and play, the parade encourages participants to open their hearts in an emotional call for unity. People attend dressed in eye-catching, playful costumes or in their team color, walking with signs, pets, streamers, and instruments.

The Love Parade NYC will surprise city dwellers in their daily routine, inviting them to step outside of their comfort zones with artistry and wander through the gift of flowers. The kinesthetic experience of gift giving and celebration empowers each person, both giving and receiving, to engage in random acts of kindness, creating ripples of positive, generative change. The Love Parade NYC builds bridges and opens the heart.

When you open the heart, the brain will soon follow. Our goal is to heal the relationship with ourselves, our neighbors, our country, and the Planet.

Join us in Union Square on April 30th!

Facebook Page: www.facebook.com/loveparadenyc/

Facebook Event: <https://www.facebook.com/events/757314034445984/>

RSVP link: <https://www.eventbrite.com/e/love-parade-nyc-tickets-32659384097>

Instagram: <https://www.instagram.com/chooselovenow/>

Event Flyer and Promotional Video in [Dropbox Marketing Folder](#)

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About Love Parade NYC:

Love Parade NYC launched in April 2015 where 200 participants paraded through the streets passing out flowers, cookies, and love notes while dressed in costume.

Participants made new connections with anyone who crossed the parade's path giving out flowers and sharing kind thoughts. This grassroots event had overwhelming support from the community with over 30 volunteers and crowdfunded \$2K+ in donations in less than a month's planning time.