

**Company:** Megaworld Lifestyle Malls, Taguig City, NCR

**Nomination Submitted by:** Megaworld Lifestyle Malls

**Company Description:** Megaworld Lifestyle Malls is the retail and commercial development arm of Megaworld Corporation, one of the Philippines' largest real estate companies. As the country's premier operator of lifestyle destinations with exceptional designs, offerings and experiences, its mission is to make happiness and meaningful connections a lifestyle for its communities.

**Nomination Category:** Event Categories

**Nomination Sub Category:** Brand & Experiences - Interactive Outdoor Event

**Nomination Title:** McKinley Hill Grand Christmas Parade: A Celebration of Filipino Cheer and Holiday Magic

1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

3. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 461 words used.**

The 2024 Grand Christmas Parade at McKinley Hill stood as a defining moment in Metro Manila's holiday calendar, bringing together thousands in a celebration that was as grand in vision as it was in execution. Held in the heart of Taguig's premier mixed-use township, the event was more than a seasonal spectacle—it became a powerful expression of McKinley Hill's identity as a world-class destination that blends global inspiration with local tradition.

After a highly anticipated return in 2023, the 2024 edition delivered an even more elaborate and engaging experience. Drawing inspiration from the iconic Macy's Thanksgiving Day Parade in New York City, the Grand Christmas Parade distinguished itself as the only one of its kind in the metro. It featured 15 larger-than-life floats, towering 25-foot character balloons, and over 1,000 street performers who brought the festive spirit to life with movement, music, and vibrant storytelling. [REDACTED FOR PUBLICATION]

At its core, the parade was a reflection of McKinley Hill's vision: to be more than a physical space, and instead function as a living, breathing community that delivers immersive, world-class experiences. As a township that integrates residential, commercial, and lifestyle components, McKinley Hill has long sought to redefine what urban living can look and feel like. Through the Grand Christmas Parade, it brought that philosophy to life—transforming its streets into a stage where community and creativity could meet.

The event also demonstrated the powerful role of interactive outdoor events in shaping brand perception. By creating an environment where families, residents, and visitors could share in a collective moment of joy and wonder, McKinley Hill positioned itself not just as a location, but as an experience. The incorporation of Filipino Christmas traditions—through local performers, festive music, and design motifs—gave the event an emotional resonance that deepened its cultural significance while affirming McKinley Hill's commitment to inclusive, meaningful engagement.

In 2024, McKinley Hill partnered with The Philippine Star, one of the country's most respected national broadsheets, further amplifying the parade's visibility and prestige. This strategic collaboration lent additional weight to the event and broadened its reach, reinforcing its place as a landmark occasion in the metro's holiday festivities.

Ultimately, the Grand Christmas Parade was a compelling demonstration of what McKinley Hill stands for: vibrancy, innovation, and the ability to deliver global-caliber experiences grounded in local authenticity. It showcased how urban spaces, when purposefully designed and activated, can become platforms for shared celebration and cultural pride. As the lights dimmed and the music faded, what remained was a renewed sense of place, identity, and the enduring spirit of community—hallmarks of McKinley Hill's brand and promise

4. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

## Attachments/Videos/Links:

[McKinley Hill Grand Christmas Parade: A Celebration of Filipino Cheer and Holiday Magic](#)



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