Youngstown State University Named Title Sponsor of 2026 Sights and Sounds of Christmas Parade

STEUBENVILLE, OHIO – The Steubenville Visitor Center is pleased to announce that Youngstown State University will serve as the Title Sponsor of the 2026 Sights and Sounds of Christmas Parade, bringing together the community for one of downtown Steubenville's favorite holiday traditions.

This year's parade will feature approximately 70 entries representing businesses, organizations, schools, and individuals from throughout the region. Spectators can look forward to a festive lineup of marching bands, dance groups, holiday floats, an equestrian group, antique cars, and much more. With a variety of participants and plenty of Christmas spirit, the parade promises to be a celebration of the season for the entire community.

Leading this year's parade as Grand Marshal will be **Jerry Barilla**, whose years of service and dedication to the Steubenville community have made a lasting impact on the city.

Barilla is being recognized for his outstanding contributions during his two terms as Mayor of Steubenville, his 50 years as owner and operator of Frank & Jerry Furniture and Appliance, a longtime small business in downtown Steubenville, and his 30 years of hard work and untiring dedication to the preservation and growth of Historic Fort Steuben. Through his commitment to public service, downtown business, and local history, Barilla has played an important role in the continued development and preservation of the community.

The 2026 Sights and Sounds of Christmas Parade will take place **Saturday, December 5, at noon**, traveling along Fourth Street in downtown Steubenville, from North Street to South Street.

The Steubenville Visitor Center invites residents and visitors alike to come downtown, enjoy the sights and sounds of the season, and help celebrate the holidays with friends, family, and neighbors.

With the support of Youngstown State University and the participation of dozens of community groups and organizations, this year's parade promises to be another memorable celebration of Christmas in Steubenville.