



MEDIA CONTACT:
PAULA LOVE
(405) 627-0496
Love.p@sbcglobal.net

FOR IMMEDIATE RELEASE

5th ANNUAL DEVON ENERGY HOLIDAY RIVER PARADE

KICKS OFF THE 2008 HOLIDAY SEASON

OKLAHOMA CITY (November 18, 2008) – The fifth Annual *Devon Energy Holiday River Parade* is scheduled for Friday, November 28, at 5 p.m. The day after Thanksgiving, the Oklahoma River will come to life and illuminate the night with decorated boats of every shape and size.

Due to the support of corporate sponsors, admission and parking is free. The event will feature afternoon entertainment such as the water ski and jet-ski stunt show at Wiley Post Park and Regatta Park as well as a nighttime holiday parade and a spectacular fireworks show. The 2007 Devon Energy River Parade attracted more than 40,000 people to the shoreline of the Oklahoma River. This event is perfect for the entire family and the ideal way to kick-start the holiday season.

“We are excited to bring the Devon Energy Holiday Parade to the Oklahoma River for the fifth consecutive year,” said Larry Nichols, Devon chairman and chief executive officer. “The Oklahoma River is a symbol of our city’s growth and revitalization, and the event provides an opportunity for Oklahomans to celebrate the holidays and witness the area’s drastic growth and development.”

Last year, the parade officially introduced the first Devon Energy River Cruiser to Oklahoma City. This year, all three Devon Energy River Cruisers: the Devon Discovery, the Devon Explorer and the Devon Pioneer, will be in attendance, decorated with dazzling lights and leading the parade.

The two major viewing areas open at 4 p.m. for spectators. Festivities begin at approximately 5 p.m. The boat parade begins at Regatta Park, travels west on the north side of the Oklahoma River to Wiley Post Park, will make a u-turn at the Western Street Bridge and continue along the south shore line of Wiley Post Park. The holiday parade’s finale will feature a special appearance by Santa and his reindeer.

-more-

Net proceeds from the ***Devon Energy Holiday River Parade*** will benefit the Oklahoma River Foundation. The foundation was established in 2004 and is managed by the Oklahoma City Community Foundation. In just four short years, the river parade has contributed approximately \$400,000 to the Oklahoma River Foundation for future improvements to the Oklahoma River and the 14-mile trail system.

“It is hard to believe it has been five years since we officially opened the Oklahoma River with the first Holiday Parade,” said Ron Norick, Oklahoma City River Front Redevelopment Authority Chairman. “It is amazing to see the development that has taken place on the river since then, not to mention the special events that have attracted thousands of people locally, nationally and internationally to our river.”

In addition to presenting sponsor Devon Energy, major sponsors to date include BancFirst, City of Oklahoma City, E.L. & Thelma Gaylord Foundation, Greater Oklahoma City Chamber, Oklahoma City Riverfront Redevelopment Authority and the Riverwind Casino.

Anyone can enter and compete in the boat parade. There is no entry fee for the parade; however, participants are asked to make a contribution to the Oklahoma River Foundation. Boat entry forms are available online at www.okcevents.info, metro-area boat dealers or Oklahoma City Events located at 100 Park Avenue, Suite 700 in downtown Oklahoma City. Corporate and individual sponsorships for the ***Devon Energy Holiday River Parade*** are available. For sponsorship or event information, contact the event chairman Mike McAuliffe at (405) 231-0912 or visit www.okcevents.info.

###