



**FOR IMMEDIATE RELEASE**

## **Changing Lives Impacting Humanity Brings the Heart of Giving to the Hollywood Christmas Parade**

**January 15, 2026 - Los Angeles, CA** — The magic of the holidays meets the power of purpose as **Changing Lives Impacting Humanity** steps into its role as a charity sponsor of the iconic Hollywood Christmas Parade, uniting entertainment, philanthropy, and community on one of Hollywood's most celebrated stages.

As part of the sponsorship, Changing Lives Impacting Humanity helps bring a dynamic lineup of charitable organizations into the parade spotlight — giving them national exposure, increased awareness, and a chance to share their missions with millions of viewers. Participating charities include The Salvation Army, Cure Addiction Now, FreeRent and Race to Erase MS, among others.

But the impact doesn't stop at the parade route.

In partnership with Toys for Tots, Changing Lives Impacting Humanity also helps bring families in need — including military families — directly into the celebration by providing grandstand tickets and access to a once-in-a-lifetime holiday experience. For many families, it's more than a parade — it's a moment of joy, inclusion, and holiday magic they'll never forget.

"The Hollywood Christmas Parade is about tradition, celebration, and coming together," said a representative for Changing Lives Impacting Humanity. "By combining entertainment with purpose, we're able to spotlight incredible charities while also making sure families who need it most get to experience the joy of the season."

Watched by millions and attended by celebrities, performers, and community leaders, the Hollywood Christmas Parade offers a powerful platform where entertainment meets impact — and where generosity takes center stage.

Changing Lives Impacting Humanity is honored to help bring that spirit to life, ensuring the holidays shine a little brighter for everyone.