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Herzliya celebrates Purim with its first-ever Adloyada parade

• By LIDAR GRAVÉ-LAZI

Princesses, clowns, ninjas and wild animals lined the streets of Herzliya on Sunday as people of all ages celebrated Purim at the city's first ever Adloyada parade.

Giant floats featuring Disney characters - from the Jungle Book, Aladdin, Cinderella, Peter Piper and many more - paraded down the main street. Students from elementary and middle schools marched behind them in themed costumes while performing choreographed dances.

Recently elected Mayor Moshe Padlon dressed in a Peter Pan costume and waved at onlookers as he helped kick off the inaugural parade - "The Fairy Tale Adloyada."

The name Adloyada is derived from the rabbinic saying that one should drink on Purim "Ad delo yada" (until one no longer knows) the difference between "blessed be Mordechai" and "cursed be Haman."

Thousands of the city's residents lined the streets as they came out to enjoy the warm sunny weather and cheer on the procession.

"It's a beautiful day and it's really exciting the city is holding its first Adloyada," said Ori Levin, a native of Herzliya who came to the parade with



CHILDREN DRESSED as lions, giraffes and zebras march in Herzliya's 'Adloyada' parade yesterday. (Herzliya Municipality)

his wife and their children ages seven, four and one.

One of the main attractions, a giant Lion King float, paraded down the street with dozens of children dressed as lions, giraffes, zebras and parrots dancing in sync. Children were sitting on their parents' shoulders to get a better view and grown men were eagerly standing on benches to catch a glimpse of the procession.

"Herzliya residents always had to go to other cities for Adloyadas and it is really something to finally have one in our town, it feels like a real community event," said Levin.

"I'm having a lot of fun," his four year old daughter, dressed as a princess - or rather, a Barbie princess, as she insisted - chimed in.

The parade began at 10 a.m.

from Ben Shefer garden and continued along Sokolow and Ben Gurion streets - two of the city's central roads - to "Sha'ar Ha'ir" (City Gate) near the municipality building.

Following the roughly 1.3-km. parade, the spectators were entertained by children's activities, gymborees, dances and musical performances, including Moshe Datz, a popular children's performer.