

PARA inherited the coordination of the Christmas Parade from the West Alabama Jaycees whose last parade was held in 1974. Santa Claus arrived through an event in Capitol Park in 1975. PARA's history of Grand Marshals begins in 1976.

The following is a list of those who have served as West Alabama Christmas Parade Grand Marshals:

- 2022 Lyda Black, Gary Minor, Clell Hobson, Sr., and Dr. Samory Pruitt
- 2021 Nancie Blewitt, Jheovanny Gomez, and Pam Parker
- 2020 Parade canceled due to global COVID-19 pandemic
- 2019 Tim Parker, Jr., Cathy Randall, and Harrison Taylor
- 2018 Rev. Frank Kennedy, Sr., Judge Hardy McCollum, and Cpl. Mark Weaver
- 2017 Shelley Jones, Dee Ward, Rev. Thomas W. Linton, and Virgie Greene
- 2016 Sandra Baker and David E. Gay, Jr.
- 2015 Leroy McAbee, Fred Hahn, and Jimmy Harrison, Jr.
- 2014 Tommy Hester and Jim Lawson
- 2013 Buddy Burton and Fitzgerald Washington
- 2012 WWII Honor Flight Veterans
- 2011 Honoring those lost, those impacted by, and the responders after the April 27, 2011 tornado that affected Tuscaloosa
- 2010 Theophilus Danzy and Alvin P. DuPont
- 2009 Carrie Fitts and Emily Leigh representing the Volunteers of Kentuck
- 2008 Sam Faucett and Carolyn Fritz
- 2007 Harry Lee and Dr. Doug Phillips
- 2006 James Harrison Jr. and Milady Murphy
- 2005 Virginia Cruse (American Red Cross), Ann Gibson (Salvation Army), and Jim Singleton (Temporary Emergency Services) representing volunteers who aided in the aftermath of Hurricane Katrina
- 2004 Marvin Harper, Verta Barr Meherg, and Paul Singleton
- 2003 A member of four military branches and a member of AL National Guard

2002 Dawson Christian, Judge John H. England Jr., and Mary Ann Phelps

2001 Local firefighters represented by John Brook, Billy Doss, Pedro Hollingsworth, Keith Hyché, and Mike Oswald

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- 2000 James Barnett, Debra Bush, Billy Hubbard, and Perry Free
- 1999 Emmett Dendý and Victor Poole
- 1998 A.H. Bean, Joe Mallisham, and Jim Wells
- 1997 Bill Taylor, O.D. Thomas, Zelpha Wells
- 1996 Coaches Sarah & David Patterson
- 1995 Dempsey Marcum, Ted Sexton, and Ken Swindle
- 1994 Bessie Asbury and Myrtle Gray, educators
- 1993 Dr. Joyce Sellers and Dr. Robert Winter
- 1992 Dan Kilgo
- 1991 Ruth Ann & John Mark Stallings
- 1990 A.D. Christian, Emmett Dendý, Willie Forte, Barry Mason, Tim Parker Jr., and Mike Spiller
- 1989 Hoyt "Wu" Winslett
- 1988 John Stallworth
- 1987 Joe Sewell
- 1986 Wimp Sanderson
- 1985 Leo Summer, Dr. Joab Thomas, and Dr. Cordell Wynn
- 1984 Don Grambril, Lillie Leatherwood, Justin Lemberg, and Calvin Smith
- 1983 Walter Lewis
- 1982 Mike Davis

West Alabama Christmas Parade Grand Marshals

1981	Big Al
1980	Steadman Shealy
1979	Bobby Allison
1978	Butch Hobson
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1976	Coach Paul "Bear" Bryant

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