



DOWNTOWN TRICK-OR-TREATING

TREAT YOURSELF TO NEW CUSTOMERS

THE EVENT

This free event features games, activities, a photo booth, and trick-or-treating at downtown businesses. We anticipate 5,000+ attendees this year. This is a great opportunity to showcase your business and reach potential new customers!

DATE & TIME

Saturday, October 28 from 12-5 p.m.

LOCATION

After several years of growth and many requests, we're opening up the "official route" to all downtown businesses! Instead of designating a condensed route along Colby & Wetmore, we will provide a map of all participating businesses within the downtown district. We will again close California between Colby and Wetmore, plus Wetmore in front of the plaza, to provide room for community partner booths and free, festive children's activities.

BUSINESS PARTICIPATION

We would like as many businesses as possible to participate to make this a great event for the kids. To participate, your business must:

- be open during the event hours
- provide candy or prizes to trick-or-treaters — we estimate around 1,500 children (& their families!)

Businesses providing non-food items for children with food allergies in addition to, or in place of, candy will be identified with a teal pumpkin. Visit foodallergy.org for more information.

To make the most of the increased foot traffic downtown, we highly suggest businesses:

- provide a treat for the parents - samples, coupons to bring back at a later date, etc.
- offer a day-of promotion
- decorate your storefront
- encourage staff to wear costumes

RSVP

Confirm your participation by Friday, September 29 at 5 p.m. to be included in the event promotions.

PLEASE CONTACT MADISON VAZQUEZ IF YOU HAVE ANY QUESTIONS

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downtown everett
association