

Contact: Peggy Haupt
Public Information Officer
Phone: 665-559-8615, ext. 110
Fax: 559-665-7418
Email: phaupt@ci.chowchilla.ca.us

Chowchilla Civic Center
130 S. Second Street
Civic Center Plaza
Chowchilla, CA 93610
www.ci.chowchilla.ca.us

City of Chowchilla



Press Release

For Release: Immediate

Chowchilla's Halloween Treat Street to Haunt Robertson "Boo-levard"

Chowchilla, CA, October 21, 2009: Ghosts, witches and goblins will creep along the sidewalks of Robertson "Boo-levard" on Thursday, October 29 during "Chowchilla's Halloween Treat Street" event. Presented by Chowchilla Parks & Recreation in cooperation with the Chowchilla District Chamber of Commerce and Chowchilla Police Activities League (P.A.L.), the event is free for children 12 years and younger.

Children are encouraged to dress up in their Halloween costumes and bring their families (who can dress up also) to Veterans Memorial Park at Sixth Street and Robertson "Boo-levard" at 5:00 p.m. Before 5:30 p.m. everyone will be divided into two groups that will then proceed down Robertson "Boo-levard" and "haunt" the downtown businesses. Along the route, participating businesses will be identified with a special event sign and hauntingly colorful balloons. Outside of each business "Trick-or-Treaters" will receive goodies as they pass by these businesses as long as they promise to not "play a trick" in return. Once the groups reach Second Street they will cross over Robertson "Boo-levard" and walk back to the park visiting the businesses along the way. To ensure their safety, adults must attend and walk the entire route with their children.

Marty Piepenbrok, Director of Chowchilla Parks, Recreation & Community Services, said this new event is actually a revision of the Halloween activity presented in past years. "We have a very inviting downtown with the park, adjacent neighborhoods, and the on-street businesses. The idea for this event is to bring families and children downtown so the kids can safely trick-or-treat with their friends and neighbors," said Piepenbrok. This way, the downtown businesses become active participants in a community event that provides exposure to potential customers" he added. "It's a way to showcase our downtown business community," stated Jacki

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Flanagan, Manager for the Chowchilla District Chamber of Commerce. “The grown-ups are able to see what businesses are downtown and view their displays. It’s an event to create foot traffic downtown and it’s seen as a win-win-win for the residents, the businesses and the City.”

For additional information, please contact Chowchilla Parks & Recreation at 665-8640 or visit the City website at www.ci.chowchilla.ca.us

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