

Atwater Village

Fall Festival



Trick-or-Treat on the Blvd

Friday, October 27th, 2006

4:00pm to 5:30pm

Glendale Boulevard

(Between Glenhurst and Revere)

Glendale Blvd Merchants, listen up! Our 3rd annual "Trick-or-Treat on the Blvd" event is coming up... on Friday, October 27th (4pm to 5:30pm) on Glendale Blvd. This special event is designed to give local elementary school children a safe "Trick-or-Treat" environment and bring their parents to Glendale Blvd so they may familiarize themselves with local businesses. **Participation in this event is simple.... just distribute candy to the children, promote your business to the adults and have fun!** For more information or to sign-up to participate please contact Perla Miranda at pmiranda@atwatervillage.org or at 323.913.0884.

www.AtwaterVillageTrickorTreat.com



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Trick-or-Treat on the Blvd

Q&A Sheet

What is the Atwater Village Fall Festival "Trick-or-Treat on the Blvd" event?

It is a community event with the purpose of **1)** providing local elementary school children with a safe trick-or-treat environment, **2)** introducing adults (parents / guardians of the children) to Atwater's "Main Street" business district **3)** giving local merchants an opportunity to promote their business to local residents and **4)** fostering Glendale Blvd as a pedestrian friendly street.

When and where is the Atwater Village Fall Festival "Trick-or-Treat on the Blvd" event going to take place?

The event will be held on Friday, October 27th, 2006 from 4:00pm to 5:30pm on Glendale Blvd (between Glenhurst and Revere)

Will the Atwater Village Fall Festival "Trick-or-Treat on the Blvd" event affect my business operations?

No, this is a "passive" event where event participants will be walking along Glendale Blvd and trick-or-treating at businesses who are participating. The event **will not** block access to your business, public parking or sidewalks.

www.AtwaterVillageTrickorTreat.com

How can a business participate in the Atwater Village Fall Festival "Trick-or-Treat on the Blvd" event?

Participation in the event for local merchant is simple... distribute candy to the trick-or-treaters, promote your business to the adults and **have fun!**

Who provides the candy for the event?

Due to event budget limitations we encourage that participating businesses provide their own candy; sealed and wrapped candy only.

What if a business is unable to provide candy?

If a participating business is unable to provide their own candy **or** if they need candy to supplement what they are providing, the Atwater Village Neighborhood Council will be providing sealed / wrapped candy to all businesses that request it. The candy is purchased locally at Costco Wholesale.

How can I promote my business to the "trick-or-treaters"?

Merchants are encouraged to promote their business by distributing or displaying advertising material during the event.

Who is sponsoring / organizing the "Trick-or-Treat on the Blvd" event?

This event is a joint effort between the Atwater Village Neighborhood Council (AVNC) and the Atwater Griffith Park Chamber of Commerce (AGPCC).

Who is the Atwater Village Neighborhood Council (AVNC)?

The AVNC is a city certified advisory board that gives all individuals, residents, business owners, members of organizations and all other community members a forum for addressing issues regarding your community and the capacity to make improvements or changes within your neighborhood. The AVNC is managed and lead by a governing body that is made up of people from Atwater Village. For more information about the AVNC please visit them online at www.atwatervillage.org.

Who is the Atwater Griffith Park Chamber of Commerce (AGPCC)?

Incorporated in 1947 the Atwater Griffith Park Chamber of Commerce is one of the oldest and most enduring community groups in Atwater Village. For over 57 years we have been promoting the civic and economic well being of our community. At heart this Chamber is an inclusive group of small business owners who love their community and wish to preserve the lasting "village" feel of our neighborhood. For more information about the AGPCC please visit online at www.atwaterchamber.org.

Who can I contact about this event?

You can contact Perla Miranda of the Atwater Village Neighborhood Council at pmiranda@atwatervillage.org or at 323-913-0884

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