



## FOR IMMEDIATE RELEASE

October 26, 2018

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### TRICK-OR-TREATING IN DOWNTOWN MACON OFFERS MORE THAN CANDY

(Macon, GA) –On Halloween evening, Wednesday, October 31, Main Street Macon will host trick-or-treating in downtown Macon from 4pm to 7pm. Thirty three businesses and organizations will open their doors to families with children and leashed pets in Macon’s Central Business District and pass out candy and dog treats.

“Our first trick-or-treating event attracted 2,000 people to downtown Macon last year,” said Emily Hopkins, coordinator of Trick-or-Treat in Downtown Macon. “We were thrilled with the turnout and hope to make this year even bigger and better. More businesses are participating and we’ll have activities in three of our downtown alleys. We want to welcome the entire community to enjoy our urban streets and interact with downtown merchants.”

Several businesses will offer unique treats and activities during this event. Ocmulgee Brewpub will offer free face painting for children and Oliver’s Corner Bistro will transform their corner of Second Street into a spooky experience. Theatre Macon’s cast of *Sleepy Hollow* will make an appearance on Cherry Street and offer photo opportunities.

Comics Plus of Macon will once again host a scavenger hunt with free comic books to promote literacy. Ten comic book titles have been placed in different downtown businesses and participants will follow a series of clues to find the businesses. Participants can pick up a scavenger hunt from Main Street Macon’s Halloween Headquarters in Hollingsworth Park on Poplar Street in the block between Third Street and MLK Jr. Blvd. or at Comics Plus on Cherry Street.

“Scavenger hunts have the potential to attract and engage thousands of people,” said Will Peavy, owner of Comics Plus on Cherry Street. “That is where the strength of scavenger hunts lies, to let everyone know of all the wonderful aspects of a community that shops together and works together in downtown Macon!”

Additionally, Main Street Macon is partnering with the Downtown Macon Community Association (DMCA) to host activated alleyways along First Street and Cherry Street. Just Tap’d, WGXA, and the DMCA have adopted the alleys to provide engaging experiences for children. This portion of the evening is made possible by a Downtown Challenge Grant from the Community Foundation of Central Georgia that DMCA won to activate Macon’s alleys.

“Our downtown alleys are some of the most interesting spaces in our urban core,” said Scott Mitchell, DMCA president and owner of Travis Jean Emporium on Cherry Street. “Last year, we offered carnival games and handed out over 20,000 pieces of candy in the alley next to Travis Jean Emporium. We’re expanding that program thanks to support from the Downtown Challenge Fund of the Community Foundation of Central Georgia to include more alleys and more experiences for Maconites.”

A list and map of participating businesses and organizations and Main Street Macon sponsored activities can be found at <http://bit.ly/DTMacHalloween>.

#### About Main Street Macon

Main Street Macon represents and involves a public/private coalition of organizations, agencies, businesses, and individuals from throughout the community. Through strategic, county-wide partnerships, Main Street Macon executes its mission to collaborate to bring life and business to downtown Macon. Main Street Macon encourages all Macon-Bibb County residents to be a regular in downtown Macon. For more information, visit [www.mainstreetmaconga.com](http://www.mainstreetmaconga.com) or call 478-722-9909 ext.116.

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