



## FOR IMMEDIATE RELEASE

### MEDIA CONTACT:

Courtney Rose

Olive PR Solutions, Inc.

m. 559.589.3977 o. 619-955-5285 x112

[courtney@oliveprsolutions.com](mailto:courtney@oliveprsolutions.com)

## **Redwood City Improvement Association Takes Part in “Scare on the Square” Halloween Extravaganza on Thursday, Oct. 27**

*-The San Mateo Historic Courthouse Square will be filled with Halloween decorations, a costume parade, Trick-or-Treating and entertainment-*

**REDWOOD CITY, Calif. (September 19, 2016)** – On Thursday, Oct. 27, the Redwood City Improvement Association, a non-profit community benefit district ran by a board of property owners, residents, community members and businesses, will play its Halloween-inspired Magic Lantern 3D Show for Downtown Redwood City’s Halloween extravaganza, “Scare on the Square” presented by Facebook; the Redwood City Parks, Recreation and Community Services; Redwood City Parks and Arts Foundation; and the Redwood City Improvement. The event will include a costume parade, cash prize carved pumpkin contest (bring your own pumpkin already carved), an inflatable play land and haunted maze, live music and classic trick-or-treating at local businesses in the area and booths lining the Square.

“We love joining the Redwood City Parks, Recreation and Community Services and Facebook to bring community events to Downtown Redwood City,” said Stacey Wagner, Redwood City Improvement Association’s President. “The ‘Scare on the Square’ event is fun for all-ages and creates a safe environment for Redwood City’s children to trick-or-treat and enjoy all the fun entertainment too!”

“Scare on the Square” will have interactive areas including an inflatable play land, balloon twisters, face painters and photo booths. This year will also feature trick-or-treating booths located around the Courthouse, courtesy of The Redwood City Improvement Association, which is donating \$3,500 to supply extra candy for all the little trick-or-treaters. In addition, local businesses in the Downtown area will open up their doors to trick-or-treaters.

Attendees are encourage to come dressed in their best costume to take part in all the festivities, including the Costume Parade. The Pumpkin Contest will be broken up into age categories with \$100 to first place, \$50 to second place and \$25 to third place winners per category.

“This event is a great way to bring our community together and liven up Downtown by transforming it into a Halloween festival,” said Wagner. “The Redwood City Improvement Association wants to create traditions for residents to enjoy every day of the year, by enhancing Downtown Redwood City even more, to keep people wanting to come back.”

The event takes place in the Courthouse Square in Downtown Redwood City from 5:00 p.m. to 8:00 p.m.

For more information about “Scare on the Square” or the Redwood City Improvement Association, visit website at [www.visitRWC.org](http://www.visitRWC.org) or follow the association on Twitter (@visitRWC) and Facebook ([www.facebook.com/RWCRCIA](http://www.facebook.com/RWCRCIA)).

“Scare on the Square” Schedule:

5:00 – 8:00 p.m.	Inflatable Playland & Haunted Maze
5:00 – 6:30 p.m.	Andy Z and Band
6:30 p.m.	Costume Parade
6:45 p.m.	Carving Contest Winners Crowned
7:00 p.m.	Magic Lantern 3D Light Show
7:15 – 8:00 p.m.	Trick or Treating around Downtown

###

**About Redwood City Improvement Association (RCIA)**

The Redwood City Improvement Association (RCIA) was created in September 2014 as a non-profit 501(c)(3) corporation. The RCIA is a community benefit district ran by a board consisting of property owners, residents, community members and businesses. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions that are most beneficial for the community and its residents, while maintaining the culture and rarity of the downtown district. For more information about “Scare on the Square” or the Redwood City Improvement Association, visit our website at [www.visitRWC.org](http://www.visitRWC.org) or follow the association on Twitter (@visitRWC) and Facebook ([www.facebook.com/RWCRCIA](http://www.facebook.com/RWCRCIA)).