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BUSINESSES AND MERCHANTS OF DOWNTOWN PATERSON ANNOUNCE 10TH ANNUAL HALLOWEEN EXTRAVAGANZA FREE ACTIVITIES FOR CHILDREN

For Immediate Release

PATERSON, NJ - - The Businesses and Merchants of Downtown Paterson are pleased to once again sponsor the City of Paterson's Downtown Halloween Extravaganza, an afternoon of free festive activities for children.

This event, slated to take place at the Lou Costello Memorial Park on Cianci Street on Halloween day (October 31, 2009), will begin at 12:00 pm and end at 4:00 pm. The event features the following activities for children up to 13 years old. Inflatable attractions (giant slide, moonbounce), petting zoo and pony rides, pumpkin picking and painting, face painting, temporary tattoos, sand-art creations, music and dancing, candy giveaways, and a variety magic show featuring Mr. Giggles.

The event will conclude with a costume parade around the park's gazebo. Awards will be presented to costume contest winners in three age categories. Judging the costume contest, once again is First Ward Councilman, Anthony Davis. Registration for the costume contest will occur at the event from 12:00 pm to 3:00 pm. Children and their families are welcome to trick or treat at Downtown Paterson stores after the event.

Food will be available for purchase. Opportunities exist for food vendors or volunteers to participate. This event is sponsored in part by the Paterson Urban Enterprise Zone and The Department of Recreation.

For more information call 973-881-7300.

About The Downtown Paterson Special Improvement District, Inc.
The businesses of Downtown Paterson sponsor events through the Downtown Paterson SID, an organization created in 1997 by a group of property owners to implement the services such as security, maintenance, marketing, special events and advocacy of the Downtown retail district.