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**LITTLE 5 POINTS BUSINESS ASSOCIATION ANNOUNCES
NEW FESTIVAL SPONSOR**

Atlanta, GA: The Little 5 Points Business Association (L5PBA) announced today that Disney's Big Hero 6 has signed on to sponsor the 2014 Little 5 Points Halloween Festival (L5PHF.)

From the creators of Wreck-It Ralph and Frozen, comes Disney's latest offering in Big Hero 6. The movie, in theaters nationwide on November 7, features loveable hero, Baymax. Attendees of the Little 5 Points Festival will be treated to a sneak peak of some of the characters and what the movie is about before it hits theaters!

Kahle Davis, L5PBA President said of the sponsorship, "This is a perfect fit for our festival. You can always count on Disney Pixar for creative characters, and that's something we have in abundance here in Little 5 Points!"

Baymax will be featured in the form of an inflatable that is 40 feet tall and sure to be a grand spectacle that is a part of this fun and unique event. It will be anchored along the parade route and is sure to be an eye-catching addition this year.

The Little 5 Points Halloween Festival kicks off at noon and will go until 11pm. The parade steps off at 4p. In addition to two stages of great music, and amazing food vendors, the festival will include a host of artists and craft vendors who will join the bricks and mortar retailers as a part of the event.

This year's event sponsors include: Wrecking Bar Brewpub, Jagermeister, Corner Tavern, Big Bang E-Cigs, Big Hero 6, Star Bar, The Ice Box and more!

For information about the Little 5 Points Business Association, please visit:
www.Little5Points.com

For information about the Little 5 Points Halloween Festival & Parade, including updates on entertainment and participating vendors, please visit: www.L5PHalloween.com

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About The Little 5 Points Halloween Festival: The main purpose of the L5P Halloween Festival is to drive traffic to the Little 5 Points Business District by offering one of the premier Halloween events in the southeast. It is designed to allow residents and visitors alike to enjoy a fun-filled day in one of Atlanta's oldest and most eclectic neighborhoods.

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