



**FOR IMMEDIATE RELEASE:**

LITTLE 5 POINTS BUSINESS ASSOCIATION  
ANNOUNCES DATE AND SPONSORS FOR THE  
2014 HALLOWEEN FESTIVAL AND PARADE

Atlanta, Georgia – The Little 5 Points Business Association (L5PBA) announced today that the 2014 Little 5 Points Halloween Festival & Parade would be held on Saturday, October 18.

For the 14<sup>th</sup> year running, the Little 5 Points Business Association will host its annual Halloween Festival and Parade, arguably the best Halloween Parade and Festival in the Southeast. Beginning at Noon on October 18, until 11p, guests will be treated to a daylong festival of food, fun and frightful frivolity. The festivities will consist of live entertainment on two stages, great food selections and shopping from local artisans who, along with the area businesses, provide a wide variety of offerings for festival attendees.

Of course, one of the highlights of the festival is the two-hour parade. Beginning at 4pm, attendees are treated to entertainment from zombies to marching bands and literally everything between. The Parade will begin on Euclid at Austin Ave. near Horizon Theatre, take a right on Moreland Ave. to the Wrecking Bar Brewpub where it will make a U-turn and head back up Moreland to end at Freedom Parkway.

Returning as the Presenting Sponsor, is the Little 5 Points based, Wrecking Bar Brewpub. Also serving as the “Official Beer” for the 2014 program, they will offer signature beers for sale throughout the festival footprint. Joining the Wrecking Bar is perennial favorite, Jagermeister, who returns as a Silver Sponsor and “Official Liquor” of the 2014 event. The L5PBA also welcomes Big Bang E-Cigs as a brand new sponsor this year!

To sign up and for information about the Little 5 Points Halloween Festival, Parade, vendor booth space and volunteer opportunities, please visit: [www.L5PHalloween.com](http://www.L5PHalloween.com). Spaces for both the market and parade will sell out, so interested participants are encouraged to sign up early!

For information about the Little 5 Points Business Association, please visit: [www.Little5Points.com](http://www.Little5Points.com)

*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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