

For immediate release:



## **New Rochelle Downtown Main Street Children's Costume Parade Set to March on Saturday Oct 29,**

*This year includes TreatsFest with Giveaways, Dancing at Ruby Dee Park*

**New Rochelle, NY** (October 7, 2022) - [The New Rochelle Downtown Business Improvement District](#) (NRBID) will be kicking off the annual **Main Street Children's Costume Parade** on Saturday, October 29, at 10 AM. This fun event for young children, their friends and families, will begin near Monroe College's Main Hall near Main Street and Harrison Avenue and will end with a TreatsFest at Ruby Dee Park at Library Green.

The NRBID is teaming up with local businesses and community organizations to present a TreatsFest at the end of the parade route. Children, friends and families will be able to enjoy passed out candy and treats, dancing with a DJ, Halloween photo ops and games. Following the festivities, parade participants are encouraged to take advantage of special Halloween meal deals in many of the New Rochelle Downtown restaurants.

“While there is always something exciting to see and do in Downtown New Rochelle, there is something extra special about the fall season and Halloween,” said Marc Jerome, Chair, New Rochelle Downtown BID. “The parade will be great fun for all, especially the youngsters proudly showing off their fun costumes.”

“We invite you to bring your young children to New Rochelle Downtown for a morning filled with treats, games and photo ops at this year's Main Street Children's Costume Parade,” said Karel Littman, Executive Director, New Rochelle Downtown BID. “Then be sure to walk over for lunch in our New Rochelle Downtown restaurants here.”

Here is the full schedule:

- **9:30 AM:** Lineup begins at Monroe College's Main Hall (Main Street near Harrison Street)
- **10:00 AM:** Parade begins route to Memorial Highway entering into Library Green's Ruby Dee Park
- **Post Parade:** Free TreatsFest Event for parade participants at Library Green's Ruby Dee Park
- **Post TreatsFest:** Enjoy special lunch meal deals at New Rochelle Downtown restaurants

This event will not have a rain date.

For weather information, visit [@newrodowntown](#) on Facebook & Instagram.

For additional information contact [Newrochelldowntownbid@gmail.com](mailto:Newrochelldowntownbid@gmail.com).

Event Sponsors include: The City of New Rochelle, New Rochelle Parks and Recreation, New Rochelle Public Schools, New Rochelle Public Library, Monroe College, Audi New Rochelle, Liebman's, RXR, C-Town

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