

The 30th Annual Piedmont Avenue Merchant Association's Halloween Celebration will take place on Saturday, 10/29.

Take your pick: a FREE cartoon show at the Landmark Piedmont Cinema (Linda and Piedmont Avenue) at 9:45am for older children or a special story time presented by the Piedmont Avenue Branch Library for the very young hosted by IRIS Optometric (3911 Piedmont Avenue) at 10am.

The parade – featuring bagpiper John Noonan and our Grand Marshals Zarina Ahmad, Principal of Piedmont Avenue Elementary School and Jenera Burton, Manager of the Piedmont Avenue Branch Library -- will start at 11am at Piedmont Avenue and Montell and end at Linda Avenue. (Please note: Piedmont Avenue from Rio Vista to Linda will be closed from 11 am to 1pm.)

Following the parade trick or treating will take place at shops displaying a "Candy Station" sign. (Please note: There will be no trick or treating before the parade.)

There will be many events after the parade:

Mountain View Cemetery's (5000 Piedmont Avenue) Annual Pumpkin Patch Meadow from noon to 3pm – pumpkins (1 per child), Halloween bags to decorate, 5 large jumpers, balloon artist and face painting, an animal show, and a live band plus a variety of food trucks/carts at reasonable prices.

The Chapel of the Chimes (4499 Piedmont Avenue) will feature FREE movies starting at 1pm – on the program: Nightmare before Christmas and Beetlejuice

The popular music group Cascada de Flores will perform at Piedmont Plaza (Linda and Piedmont Avenue) from 11:30am to 1:30pm.

Do you dress up your pet? Then make sure you enter Petfood Express's (3868 Piedmont Avenue) annual Pet Costume Contest at 12:30pm. There will be great prizes and from 10am to 1pm Frankenstein will be available to pose for pictures with your pet for \$15. All proceeds will benefit Main Coon Adoptions.

Throughout the day you can enjoy the Pretty Scary Haunted House at the Piedmont Ave. Pumpkin Patch (4414 Piedmont Avenue) for the nominal fee of \$5.00. They will also have live music and a great make-up artist!

And don't forget Piedmont Avenue Elementary School's Annual Halloween Fair featuring their fabulous Haunted Hallway (Piedmont Avenue and Echo Avenue). All proceeds will benefit programs at the school.

Join us! It's going to be a great day in the neighborhood.

