



PRESS RELEASE

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FOR IMMEDIATE RELEASE

DATE: March 15, 2017

EASTER IN THE PARK JUST AROUND THE CORNER

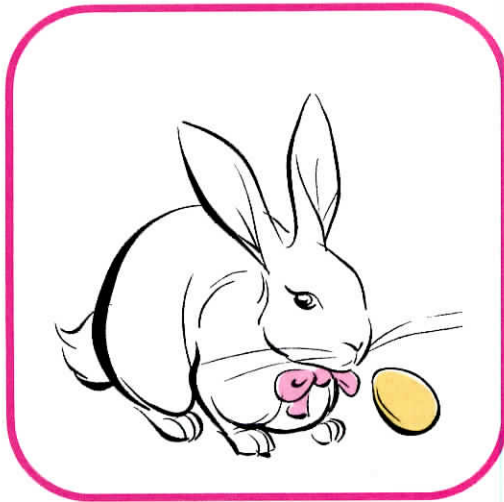
Alamogordo, NM – The City of Alamogordo's Community Services Department along with Burt Broadcasting will hold its annual Easter in the Park at Alameda Park Saturday April 15th from 10am-1pm.

The event kicks off with a costume parade through the park with prizes awarded to age groups 0-2, 3-4, 5-6 and 7-8. The parade is judged by local celebrities. The annual parade and egg hunt is sponsored by Kmart which provides the bicycles for first place parade winners. The annual egg hunt follows the parade, with groups of 25 children at a time hunting down eggs for the possibility of winning an Easter basket, also courtesy of your neighborhood Big K - Kmart.

This event is a free public event for local children. Local businesses will be on-site passing out candy and providing games for the children. Burt Broadcasting will also be providing giveaways for the adults in the crowd. The Easter bunny will also be on-site for picture opportunities with youngsters. Local businesses can register Free after March 22nd for candy and game booths. Registration will end April 12th.

Registration for the costume parade will open now on March 20th and will close at noon on April 14th. Registration can be made at the Alamogordo Family Recreation Center at 1100 Oregon Ave. For more information on the event, contact Jan Wafful, Special Events Manager at (575) 439-4353 or email at jwafful@ci.alamogordo.nm.us.

BOOTH / PARADE PRESENCE



EASTER IN THE PARK

A "HOPPY" TIME FOR ALL

Sat. April 15th, 2017 10am-1pm

Join Burt Broadcasting Inc., the City of Alamogordo and about 3,000 members of the community for our annual Easter in the Park Parade and Egg Hunt. This is an excellent opportunity to bring exposure to your business/organization!!!

The best part....**NO FEES!!!**

Corporate Prize Sponsor:
Your Neighborhood KMart



Registration Opens on March 22nd—All we ask is:

- Supply candy for distribution to approx. 1,000 children
- Supply your own tables, tents, banners, publications (power not available)
- Provide a simple game that is quick to play and children oriented (we can assist with ideas and possibly supplies)
- Encouraged to participate in the parade (no motorized vehicles allowed)
- Arrive and setup at least 1hr. Before scheduled start (9am)

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ALAMEDA PARK—1321 N. WHITE SANDS BLVD.
ALAMOGORDO, NM