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NEWS RELEASE

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DOWNTOWN HOLLAND AND HOLLAND FARMERS MARKET TO HOST FIRST EVER FALL FEST EVENT OCTOBER 9 AND 10

Holland, MI – Downtown Holland and the Holland Farmers Market are pleased to announce plans for the first ever Fall Fest event to be held next month on Friday, October 9 and Saturday, October 10. During this two-day event, everyone is invited to celebrate everything they love about fall, whether it's carving pumpkins, shopping for fall fashions, taking a traditional hayride, buy bushels of apples or indulging in comfort food!

Eight of the nation's best professional pumpkin carvers will be on hand for Fall Fest, including two alums of the Food Networks popular "Halloween Wars" special, Danny Kissel and Dean Murray. In fact, you can see Murray make a return appearance to Season Five of "Halloween Wars" this October 2 at 8:00 pm! The carvers will spend the afternoon of Friday, October 9 carving jack-o-lanterns all along 8th Street, which will lit from within and on display from 5:00 pm – 9:00 pm. We promise you won't see jack-o-lanterns like this on your neighbor's doorstep on Halloween night! While you're downtown, be sure to enjoy dinner at a Downtown Holland restaurant or pub, shop for fall fashions and more, and grab a hot cup of coffee or cocoa to sip while you stroll.

On Saturday, October 10, the professional carvers will return to Downtown Holland, where they will spend the day sculpting incredible, three-dimensional pumpkin displays. Watch these talented artists at work, then be sure to return later on to see their finished masterpieces! From 10:00 am -2:00 pm, families can also participate in a variety of free, fall-themed games and activities downtown, with candy and small prizes for all participants thanks to Holland Christian Preschool. Children can also get a balloon creation or have their face painted for free. Free hayrides to the Holland Farmers Market and back again will also be available from 10:00 am – 3:00 pm courtesy of Market vendors Visser Farms.

You can also watch the professional pumpkin carvers show off their talents at the Holland Farmers Market from 10:00 am – 2:00 pm. In addition to free face painting and balloon twisting, pumpkin painting will be available at the Market for just \$1.00 per pumpkin, with all painting supplies provided. Ready for School will be also hosting fall-themed games and activities from 10:00 am – 2:00 pm. And while you're at the Holland Farmers Market, don't forget to visit our vendors to get your fill of everything fall! The Market is stocked full with seasonal décor items,

including pumpkins, gourds, mums, hay bales and corn shocks, along with everything you need to create your family's favorite fall dishes. You'll find apples of every variety, squash galore, and root vegetables like parsnips, rutabagas and carrots. And as always, you can pick up fresh baked goods, farm-raised meats and eggs, honey and maple syrup, and much, much more.

Fall Fest will conclude on Saturday, October 10 from 6:00 pm – 9:00 pm with the first ever Downtown Holland comfort food cook-off, complete with a beer tent and live music by The Outer Vibe. This year's featured dish is everyone's favorite...Macaroni and Cheese! The cook-off is an all ages event that is fun for the entire family and will take place in the parking lot behind the Plaza East Building off of 7th Street, across from the parking deck.

Talented chefs from local restaurants will be competing to see who makes the best Macaroni and Cheese dish in West Michigan. Tasting tickets will be available at the door or online at www.hollandfallfest.com. Tickets are just \$1.00 and each ticket is good for one macaroni and cheese sample. (There is a \$10.00 minimum order for online sales.) The restaurant that collects the most tickets during the course of the night will be crowned the People's Choice Winner, though their dishes will also be evaluated by a panel of judges to determine the winner of this year's trophy.

While you're noshing on all the macaroni and cheese you could possibly desire, you can enjoy beer from Downtown Holland's own Macatawa Ale Company, New Holland Brewing and Our Brewing Company. Wine from Fenn Valley will also be available, along with Gunga Din Cider from St. Julian Winery. Drink tickets are just \$5.00 each and a photo ID is required at the door. Apple cider from Crane's In The City will also be available for purchase as a non-alcoholic option.

For more information on Fall Fest and a complete schedule of events, visit the official event website at www.hollandfallfest.com or contact the Downtown Holland office at 616.796.1210. Be sure to stay up-to-date on the latest Downtown Holland and Holland Farmers Market news by following us on Facebook, Instagram and Twitter.

Additional Information: [WEBSITE](#) | [FACEBOOK](#) | [INSTAGRAM](#) | [TWITTER](#)

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