



**40% 60%**  
AGE 21 - 34



**WYNWOOD MARKETPLACE**  
(2<sup>ND</sup> AVE : CENTER OF WYNWOOD)

**DATE :**  
Thursday, October 31<sup>st</sup> 2019

**TARGET DEMO :**  
Millennials, Creatives, College Students,  
Socialites, Costume Lovers

**FEATURES :**  
Craft Cocktails, Food Trucks, Live Music  
and Entertainment, Costume Contest,  
Artisan Market, Live Art Installations,  
Spooky Activations, FREE Entrance

**EVENT SUMMARY:**

HalloWYN is Wynwood's official Halloween Block Party.

HalloWYN, a mash up of Halloween and Wynwood, is the place to be this coming October 31st, where thousands of Miami's most eclectic souls dressed in outrageous costumes will be at the largest "FREE" block party in Miami.



**400,000**  
EVENT'S FOLLOWERS  
+ EMAIL DATABASE



**20,000**  
ATTENDANCE

[www.hallowynblockparty.com](http://www.hallowynblockparty.com)



**6+ Million**  
MARKETING  
IMPRESSIONS