



INFORMATION:

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FOR IMMEDIATE RELEASE:

TOWN OF CAREFREE PUMPKIN PIN HUNT LAUNCHES FALL SEASON

Chamber of Commerce and Local Businesses Create Excitement for Enchanted Pumpkin Garden

CAREFREE/CAVE CREEK/N. SCOTTSDALE, Ariz., (August 22, 2016) – The Town of Carefree in partnership with the Carefree/Cave Creek Chamber of Commerce announces the launch of the new *Carefree Pumpkin Pin Hunt* to help kick-off the fall season and encourage excitement for the second annual Enchanted Pumpkin Garden exhibition created by world renowned artist Ray Villafane, scheduled for October 17-31, 2016, in the Carefree Desert Gardens, 101 Easy Street, Carefree, Arizona.

Carefree local businesses are invited to register on CarefreeCaveCreek.org immediately to receive their complimentary limited edition Pumpkin Pin. Each business will be responsible for hiding their pin on public property within the town limits of Carefree and create clues for pin hunters in the form of poems, limericks or creative stories. Clues are then posted every week starting Monday, October 3, 2016 at CarefreePumpkinGarden.com. Anyone is welcome to decipher the clues and start hunting for a pin. Once found, a winner will contact a participating local business to redeem their prize. The week of Halloween a rare Carefree Sundial pin will be hidden and clues released by the Town. After the 4 weeks, each winners name will be placed in a drawing and have the chance at being chosen for the GRAND PRIZE at the Enchanted Pumpkin Festival, Saturday, October 29, 2016 in the Sanderson Lincoln Pavilion. The one winner chosen will be presented with a carved pumpkin by Ray Villafane worth over \$2,500.

“The pumpkin festival was a huge success last year attracting large crowds to Carefree and in turn a large and diverse group of people shopping in our stores and dining in our restaurants. We are excited for the return of the Enchanted Pumpkin Garden in 2016 and the economic boost it affords our business community,” says Executive Director of the Chamber, Patty Villeneuve.

Carefree businesses can register at CarefreeCaveCreek.org or contact 480.488.3381 for more details on the rules and guidelines. Pins will also be available for purchase at the Enchanted Pumpkin Festival.

About the Enchanted Pumpkin Garden

Halloween spirit invades Carefree for its second year in the form of whimsical pumpkin carvings from master sculptor Ray Villafane. The Enchanted Pumpkin Garden will be open to the public and woven throughout the four acre Carefree Desert Gardens. This free, one-of-a-kind fall event celebrates incredible pumpkin carving artistry and enchantment of the Halloween season for all ages and runs October 17-31, 2016, 10 a.m. - 10 p.m., 101 Easy Street, Carefree, Arizona. Visit CarefreePumpkinGarden.com for more details or contact 480.488.3686.

