



For Immediate Release

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What: Screamin' Green Halloween[®], an afternoon of earth-friendly Halloween festivities
Presenter: Brookfield Office Properties and Arts World Financial Center
When: Sunday, October 30, 2011
Time: 12:00 pm – 3:00 pm
Where: World Financial Center Winter Garden (220 Vesey Street)
Phone: 212.945.0505
Web: http://www.artsworldfinancialcenter.com/cgi-bin/Go.cgi?q_id=1169
Cost: FREE

(OCT. 30th), WORLD FINANCIAL CENTER WINTER GARDEN

GOES GREEN FOR HALLOWEEN FAMILY FUN

Screamin' Green Halloween to feature free afternoon of eco-friendly games, treats, costume-making, costume swaps, and parades

An Official Program of Green Halloween[®]

New York, NY (October 18, 2011)- Proving that a “green” Halloween is not just for witches, families will be treated to a free afternoon of earth-friendly festivities, including costume making with recycled common materials, games, performances, and costume parades, at the annual Screamin' Green Halloween on Sunday, October 30th.

Adorned with giant, 30-foot high figures of a scarecrow, witch, and skeleton, the spectacular Winter Garden will be transformed into a giant Halloween family festival. With the help of artist-educators, kids will create costumes out of recycled and repurposed household materials, while a costume swap will enable families to exchange last year's costumes for gently used and ready-to-wear ones for the next day's trick-or-treating.

Costume parades will take place throughout the World Financial Center including the waterfront (weather permitting) at 1:00 pm, 2:00 pm, and 3:00 pm, led by the new Outer Borough Brass Band.

The Screamin' Green Halloween will also feature a variety of fun games where players will be rewarded with fair trade and organic treats, as well as temporary tattoos of pumpkins and ghosts – printed on recycled paper, of course. Games include:

- Bobbing for Apples – In a new twist on an old favorite, kids of all ages attempt to snare apples hanging from above without using their hands. Presented by HealthCorps, a peer mentoring program in high schools to fight childhood obesity.

- Screamin' Green Screen Photo booth - Have your photo taken wearing your newly crafted Green Halloween costume and tweet it @HonestTea or post it on [Facebook](#). Presented by Honest Kids, organic juice pouches from the makers of Honest Tea.
- Toss a Spider in the Brew – Players gets three chances to toss a spider beanbag into a cauldron made from a giant tractor tire.

“We hope families have a fun-filled day celebrating Halloween and leave inspired to make every day a little greener,” said Debra Simon, Artistic Director of Arts World Financial Center.

The World Financial Center Shops & Restaurants will offer Screamin' Green Halloween specials and sales throughout the afternoon. Visit www.artsworldfinancialcenter.com for details.

Free valet bicycle parking will be provided by Transportation Alternatives on the outdoor waterfront Plaza.

About Arts World Financial Center

Since its inception in 1988, over 2.5 million people have attended more than 2,500 free performances and events at the World Financial Center, making Arts World Financial Center the East Coast's largest presenter of free, year-round performing and visual arts. With an emphasis on commissioned works, site-specific installations, and premieres, Arts World Financial Center is the home of flagship annual events like the Bang on a Can Marathon (June 19, 2011); Canstruction (November 2011), an exhibit featuring giant sculptures made entirely from cans of high-quality food which are ultimately donated to charity; and Silent Films/Live Music (Winter 2012) curated by WNYC's John Schaefer. For more information, visit www.artsworldfinancialcenter.com.

About Green Halloween®

Green Halloween® is a national initiative to make Halloween healthier for families, communities and the planet. Started in 2007 by a mom of two, Corey Colwell-Lipson, and her mom, Lynn Colwell, this year, Green Halloween events will take place in more than 20 cities across the U.S. including New York, Chicago, San Francisco, Tampa, Phoenix, Philadelphia, Seattle and Denver among others. In addition, an affiliation with the Association of Zoos and Aquariums will bring Green Halloween to approximately 50 of their member zoo and aquarium Halloween events. Altogether, Green Halloween, a program of the non-profit EcoMom® Alliance, expects to distribute 1 million alternative treats and treasures to replace conventional candy at community events, zoos and aquariums. Find out more at www.GreenHalloween.org.

About HealthCorps

HealthCorps, a health movement fighting childhood obesity through a peer mentoring program in high schools, will be present at the event, running the Bobbing for Apples game and leading physical activities in conjunction with the hourly costume parades. The non-profit was co-founded by world renowned heart surgeon and two-time Emmy® Award-winning host of “The Dr. Oz Show,” Dr. Mehmet Oz and his wife Lisa Oz.