Treat & Pet Walk
Saturday, October 24
11 AM to 2 PM

The annual Treat Walk has become the BIA's preeminent event, attracting hundreds of families and involving dozens of local businesses and community partners. It is the day that our streets come alive with colour, costumes and energy.

See 2024 Treat Walk Gallery HERE.



Treat Zone activities will include:

- Pet Parade on the red carpet
- Face painting
- Magic show
- Kids' obstacle course & physical challenges
- 360-degree red carpet camera & more

Benefits of participating in the Treat Walk?

- Brand awareness and a chance to engage with families as they visit your business.
- Listing in the BIA fall flyer mailed to 7,500 local households. **(See last year's flyer here).**
- Brand reputation - being part of a much loved community tradition.
- Brand content - something to talk about on your socials.
- Bonus opportunity - if desired - you can host a special kids' activity, craft
- A chance to give back and show your appreciation to customers by 'treating' them and contributing to the overall community spirit.

What's involved?

- We provide the maps and purple balloons identifying you as a participating business (FREE).
- You provide the treats (prepare to give out approx.1,000 pieces). Here are some ways you can add value -
    - Add bounce back or discount 'treats' for adults.
    - Brand your treat by attaching a business card.
    - Treats can be non-food items such as toothbrushes, pencils, Halloween colouring sheets or word puzzles or something more aligned with your business.

- Ensure you have staff or volunteers available to help handout treats so you can serve your regular customers.
- Is your business closed on Saturdays? Or not conducive to having people in and out? Consider signing up as a volunteer or run an activity at one of our designated treat stations.