Annual Scarecrow Walk
October 5 - Oct. 31

Help us transform Waterdown Village into the Scarecrow Town with:

- More scarecrows than ever.
- Bigger, more impactful displays.
- More families walking downtown streets, searching for clues and visiting your locations.



See 2025 photo gallery HERE.

Activities will include

- 120+ scarecrow displays
- Monthlong scavenger hunt with shopping spree prizes

Benefits for participating businesses?

- Brand awareness as families discover your scarecrow & 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.
- BIA will share scarecrow montages in its social media posts.
- A chance to build employee moral when you empower them to create something unique and vie for best dressed scarecrow in friendly competition.
- Pride in knowing you contributed something fun to the community at large.

What's involved?

- The BIA provides the wooden frames (FREE).
- You provide the decorations and time to assemble your display.
- ***Scarecrow frames will be ready for pick-up at the BIA office after labour day.***
- ***They should be displayed in a front window, entrance or outside your business by Monday, October 5.***