Oct. 10 – 31
2025

SCARE CROW WALK

INSTRUCTIONS

- Thank you for participating in the 2025 Scarecrow Walk.

- Your job is to decorate the blank frame provided by the BIA.
  You can decorate anyway you choose (keep it clean ☺)

- **Scarecrows should be displayed by Fri. Oct. 10 (Thanksgiving) until Fri., Oct. 31**.

- Scavenger Hunt clues (NEW for 2025) will be placed on randomly selected scarecrows that will encourage foot traffic throughout the whole BIA.
  PLEASE NOTE - not every scarecrow will have a clue.
  Clues from prior years SHOULD NOT be displayed if by chance you kept them with your scarecrow.

- **Scarecrows should be clearly visible to public whether you are open or closed** – outdoors is ideal, if possible.
  - **This is especially important if your scarecrow hosts a clue**

- 4 business prizes will be awarded for favourite scarecrows as chosen by an esteemed and unbiased panel of judges
  - (1) $100 gift card (to BIA business of winner's choice)
  - (3) $50 gift cards (to BIA business of winners' choice)

- Brochures (with details, a map & listing of participating businesses) will be mailed to 7,000 Waterdown postal codes w/o Oct. 6. Participating businesses will also receive copies.

- Share your scarecrow & pics on social media. #WVScarecrows

IMPORTANT - DO NOT THROW OUT YOUR FRAME AT END OF PROMOTION!!

- Store at your location if you can or return to the BIA Office at 20 Main St. N., Unit 2 (behind Magnolia House Spa).

QUESTIONS? Contact susan@waterdownvillage.ca or (289) 260-1261