

NIGHTMARE ON NORMAL STREET

***** MEDIA ADVISORY *****

FOR IMMEDIATE RELEASE

PRESS CONTACT

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NIGHTMARE ON **NORMAL STREET** TAKES OVER PRIDE PLAZA IN HILLCREST!

SATURDAY 10/29 EVENT FEATURES BLOCK PARTY AND COSTUME COMPETITION!

WHAT:

Hillcrest's haunted Halloween dance party and costume competition is back! With late night live entertainment, a costume competition runway, outdoor bars, and the best people watching in all of San Diego - this is an event you won't want to miss!

Nightmare on Normal Street will take over Pride Flag Plaza (at Normal Street and University Ave.) for this community fundraising event benefiting the San Diego LGBT Community Center and the Hillcrest Business Association.

Pre-sale general admission tickets are now available for only \$20. Eat, drink and be scary with our VIP pass for \$45, which includes two cocktails, food credit, private restrooms and private stage viewing. Ticket prices will increase to \$25 for General Admission and \$55 for VIP on the week of the event.

Nightmare on Normal Street is from 5 pm - 11 pm and will feature local DJs and live performances throughout the night.

The evening's chills and thrills include:

- Doors open at 5pm.
- Main Stage with local DJs and live performances
- Runway show costume competitions
- \$2,000 shopping prize for costume competition winner
- Food trucks with delicious bites
- "Stranger Things" selfie stations throughout the venue
- Outdoor block party and dance floor
- Two bars serving up spooky cocktails and beer
- Best Halloween people-watching in San Diego
- Pet Costume Competition
- Special Drag Queen guest performances

WHEN: Saturday, October 29th, 5 pm -11 pm

WHERE: Nightmare on Normal Street takes place under the Hillcrest Pride Flag at Pride Plaza on Normal Street, between University Avenue and Harvey Milk Street. Both North and South bound traffic on Normal Street will be closed to vehicular traffic.

WHO: **The Hillcrest Business Association** was established in 1921, making it the oldest business association in San Diego. The Hillcrest Business Improvement District was created in 1984. The HBA represents over 1,300 businesses and acts as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions. The Business Association also employs private security patrols in the core of our neighborhood, maintains cleanliness on the streets and keeps the Hillcrest Sign shining bright.

WHY: Hillcrest's annual Halloween event began in 1992 as a community celebration outside of the San Diego LGBT Community Center. In 2014, the Hillcrest Business Association took over as producer of the event. Since then, the event has continued to grow for the community.

QUOTES: **Benjamin Nicholls | Executive Director, Hillcrest Business Association**
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"Nightmare on Normal Street is Hillcrest's Halloween tradition. We're thrilled to be producing the neighborhood's 28th Halloween block party and look forward to seeing San Diego's creativity during our celebrated costume competition. Join us for this all-night spectacle throughout the neighborhood!"

PRESS: Interested media should contact Benjamin Nicholls; Benjamin@HillcrestBia.org or call 619-299-3330 office

LINKS: **Information:** www.FabulousHillcrest.com
Ticketing: <https://www.seetickets.us/event/Nightmare-On-Normal-St/504670?sp=JZIGYP>
Facebook: <https://fb.me/e/5UbFDPIJH>
Instagram @FabulousHillcrest

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