



**FOR IMMEDIATE RELEASE**

1634 North Main Street, Suite 102  
High Point, N.C. 27262

**CONTACT:**

Casey Hawkins  
[chawkins@highpoint.org](mailto:chawkins@highpoint.org)  
336.884.5255

Nancy Bowman  
[nbowman@highpoint.org](mailto:nbowman@highpoint.org)  
336.884.5255

**HIGH POINT CONVENTION & VISITORS BUREAU HOSTS HALLOWEEN CELEBRATION AT UPCOMING PRIME TIME ON MAIN EVENT**

*Prime Time Event Engages Community*

**HIGH POINT, N.C., Oct. 2, 2019** — The High Point Convention & Visitors Bureau (HPCVB) will celebrate Halloween during the upcoming Prime Time on Main event Wednesday, October 30 from 5 p.m. to 7 p.m. at the Regional Visitors Center. This year Prime Time on Main will showcase Industry Partners and happenings around town. Drop in to this free event for some trick or treats while learning more about attractions and organizations in the area.

“We have held Halloween events at the Visitor Center in the past, but this one will be different than before. It will be fun for the whole family and is a great chance to learn more about the community” says Nancy Bowman, director of sales and marketing at the HPCVB.

This year, we encourage attendees to dress up in their best costume and enjoy all the candy and refreshments. There will also be chances to enter giveaways for some of the area’s coolest attractions. Many of the organizations participating will also be handing out coupons and information about upcoming events. This is an event you won’t want to miss.

# # #

**About the High Point Convention & Visitors Bureau**

The High Point Convention & Visitors Bureau (HPCVB) is a nonprofit organization whose mission is to promote and encourage economic development in High Point through travel and tourism. The CVB works closely with meeting planners to bring events to High Point and to

enhance their experience here, providing white glove assistance with event planning tasks including registration, transportation, and coordination among various venues.

These services ensure that every group event will be successful down to the last detail because we want each visitor to make yourself at home. Established by state legislation in 1984, the HPCVB is an independent 501(c) 6 nonprofit organization funded by a self-imposed three percent room occupancy tax on local hotels. No taxpayer funds — city, county or state—are used to fund the HPCVB. The Regional Visitors Center is located at 1634 N. Main St., Suite 102, High Point, N.C. For more information, visit [www.highpoint.org](http://www.highpoint.org).

# # #