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▶ Answers to Frequently Asked Questions

Illuminations

Pumpkin Festival News • September 27, 2015

Who will carve all those pumpkins?

1) We do expect everyone who comes to the festival will carve a jack-o'-lantern and bring it. **2)** Over 3,000 school children have been registered for a free pumpkin through their school or organization. These 3,000 jacks will be carved at schools, PTA gatherings, and after-school programs earlier in the week of October 19-24. **3)** There will be a Community Carving Center at Bank of NH on Friday evening and Saturday. If you like the idea of carving with your neighbors, drop down and carve. Sure to be a blast. **4)** If you are reading this newsletter, please consider it an invitation to carve! Tag you're it. The combined answer is, they will come from ALL of us, EACH of us! We hope every person who can, will find a way to participate—at work, at home, at church—wherever! 30,583 is the goal.

Where will all the pumpkins come from?

Another multi-faceted question. Individuals and families might pick up pumpkins locally while out doing errands. Vista of Laconia has made a large purchase of pumpkins for sale after October 16. Area pumpkin growers including Beans & Greens should have their biggest sales years ever! **IF YOU HAVE PUMPKINS FOR SALE, SHARE THE INFO on FACEBOOK, etc.** Let it Shine has a pumpkin farmer from nearby Vermont standing by to help meet needs.

What can the average business do to participate?

Employers are encouraged to order pumpkins for employees to carve. There are often competitions with other companies for the most jack-o'-lanterns.



This can be very competitive! And fun! You'll want to carve your business name and logo in pumpkins. Register your business for the TOWER on Veterans Square (online at pumpkinfestival.org). Your business name in lights, FREE! When the tower fills, you can line up your jacks on an A-frame shelf and make a big statement. Or place them cheek-to-cheek outside your business if you're downtown. Important: Keep sidewalks clear—there may be room right up against your building or against the curb in parking places. Circle a tree or build a totem pole of pumpkins. Consider a ladder, in a safe place, using the steps as shelves. There will be milk crates and lumber for shelf production. Be safe. Be creative.

What can families do to participate?

Carve, come. Join the Costume Parade sponsored by Children's Dentistry of the Lakes Region and Story Land. Bowl at Bank of NH! Explore the family-friendly activities at Pump-Canal-y. Hunt for your

pumpkins. Eat at a great downtown establishment. Have a snack at one of the tents in the Food & Craft Court. (Maple Cotton Candy?) Help arrange pumpkins and light the candles at 4pm. Hold your breath during the count. Celebrate the pumpkin tally—a new world record?

What is the deal with candles for the pumpkins?

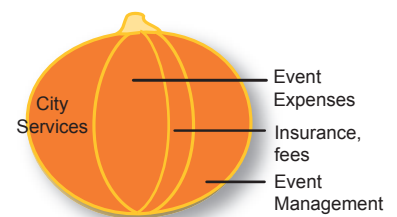
Every pumpkin needs a candle that will stay lit for 3 hours. Our first choice is a 3-hour votive wax candle. If weather is a concern, the battery-operated tea lights are an excellent choice, though not as bright as the real thing. If you have extra candles, please share them. As jacks are lit, lighters will borrow any extra candles for empty ones. Candles will be stocked at three Welcome Centers while supplies last. We can never have too many candles, so if you have access to 3-hour votives or an aunt at Yankee Candle, we welcome all donations!

How are sponsorships going?

Thanks to ZIPPO and Shipyard, Let it Shine's production costs for the tower erection and event management (\$50,000) were covered before fundraising began in Laconia.

Budget=\$150,000

The City of Laconia estimated the cost for public works, police and fire services for Pumpkin Festival at just under \$43,000. **We are still working to raise \$20,000 of this amount.** So if you



wonder where sponsor dollars go, they go to pay bills in Laconia and your help is very much needed. Thank you!

Revenues the day of the festival through t-shirt sales and donations go toward expenses including insurance, equipment, pumpkins, and some heavier labor, aiming for zero profit.

What about the World Record?

The event is officially registered with Guinness as a World Record attempt. Should we pull out all the stops and GO FOR IT? Step 1 in this effort would be raising \$8,000 additional to bring the Guinness Adjudicator to the event. Step 2 is whipping the community into a feverish pitch of commitment. Commitment = success. Period. In fact, the only thing we need to win a world record is a community-wide commitment. **If you want the World Record, email RS@SterlingDes.com. Let it shine!**