



**FOR IMMEDIATE RELEASE**

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**HIGH POINT ROCKERS HOST HYPE'S HALLOWEEN**  
*Halloween Event for All Ages on Oct. 29*

**HIGH POINT, N.C. (Aug. 28, 2019)** – High Point Rocker's mascot HYPE has invited everyone to his Halloween bash at "Point Fear" to have a rockin' good time. The free event will take place at BB&T Point from 6 p.m. to 8 p.m. on Tuesday, Oct. 29, 2019.

HYPE's Halloween will include a kid-friendly haunted trail throughout BB&T Point with candy, games, a costume contest and prizes. DJ HEK YEH will provide the musical entertainment for the event, and concessions, including cider and beer, will be available for purchase.

"BB&T Point is more than just the home of the High Point Rockers," said Christian Heimall, Assistant General Manager of the High Point Rockers. "It is a gathering place for the community, and this event proves it. We are excited to work with the City of High Point to create a fun, festive and safe atmosphere for our children to enjoy the Halloween season in downtown High Point.

This event is free and open to the public. For more information, please contact Mackenzie Barnes with the High Point Rockers at [mbarnes@highpointrockers.com](mailto:mbarnes@highpointrockers.com) or 336.888.1000 or Ryan Ferguson with the City of High Point at 336.883.3288 or [ryan.ferguson@highpointnc.gov](mailto:ryan.ferguson@highpointnc.gov).

*High Point Baseball will begin their inaugural season in the Atlantic League in 2019 in a brand new approximately \$36M downtown ballpark named in honor of BB&T. Expected to enhance the rich baseball history in North Carolina, High Point Baseball is part of the fastest-growing family sport in America. High Point Baseball is committed to providing superior customer service and quality, affordable family entertainment experiences for the Triad of North Carolina*

*The City of High Point aims to serve as the catalyst for bringing together the community's human, economic and civic resources for the purpose of creating the single most livable, safe and prosperous community in America. For more information on the City, visit [www.highpointnc.gov](http://www.highpointnc.gov).*

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