

ARSENAL YARDS

Contact: Katie Logue / Kayla O'Regan
marlo marketing
koregan@marlomarketing.com / koregan@marlomarketing.com

FOR IMMEDIATE DISTRIBUTION



Arsenal Yards Brings Back The Fall Spirt With Fall Falladays

Fall Falladays at Arsenal Yards gives residents, local employees, and visitors the chance to get outdoors and embrace the festive fall season with events and activities all October long

Watertown, Mass. (October 5, 2022) – It's time to *fall* into a new season! [Arsenal Yards](#), the thriving new neighborhood in Watertown, invites area residents, workers, and visitors to *spice* up the cold-weather days and celebrate autumn with a variety of events happening throughout the community at the third-annual [Fall Falladays](#)! Guests can enjoy various seasonal outdoor entertainment, *spook*-tacular treats, a pumpkin carving competition, games, and the ultimate fall décor all October long.

"As the temperatures cool down, we're thrilled to heat up the season and invite the Watertown community back with the return of our popular Fall Falladays Festival plus newly added events this year!" said Jessica Peterson, Marketing Director at Arsenal Yards. "There's nothing better than autumn in New England, and with everything from outdoor live music, fall comfort foods, cozy fire pits, and themed décor, our jam-packed schedule of fall fun has something for every leaf peeper out there! Not to mention, guests can enjoy our many notable new openings at Arsenal Yards, including Taffer's Tavern, Vitality Bowls, and Pokeworks, various shopping destinations, and entertainment venues that make our community the ultimate one-stop-shop for the most festive fall season!"

The celebrations will kick off on Wednesday, October 12th at the annual [Fall Falladays Festival](#), a can't-miss evening including live music from the talented [Soul Monstah's](#), game and activities (ever heard of pumpkin bowling?), harvest treats, and complimentary family photos with a brand-new surprise backdrop. Guests are encouraged to pick up takeout from any of the delicious restaurants at Arsenal Yards and enjoy at the picnic tables or nestle next to the fire pits, coming out for this night only! For those who are 21+, *boo*-ze including beer and wine will be available for purchase. Entrance is free, however donations are encouraged all month long to the [Watertown Community Foundation](#). The festival is first come, first serve. Those interested in family photos must sign up via [Eventbrite to receive their photos](#).

To keep the fall feels going, visitors can enjoy a robust lineup of other festivities throughout the month, including [Harvest Market Celebrations](#) on the River Green every Friday, starting October 14th

during which Roche Bros. will have tasty fall treats for sale, plus live music, shuffleboard and a rotating lineup of complimentary entertainment each week!. Donations to the [Watertown Food Pantry](#) are encouraged.

Next up is the third annual [Pumpkin Carving Contest](#) where guests can go big or *gourd* home with their most creative designs for a chance to win up to a \$500-value grand prize! Registration is required by Friday, October 21st [here](#) for \$5.00 with all proceeds benefitting the [Watertown Boys & Girls Club](#). All pumpkins will be on display Friday, October 28th through October 31st for the public to cast their votes. Anyone who votes has the chance to win a \$100.00 gift card to any Arsenal Yards destination.

What else is on the autumnal agenda? The brand-new family-friendly talent show [Watertown's Got Talent](#) on Wednesday, October 26th where Watertown residents will show off their skills for a chance to win special prizes. Tickets to attend will be available starting Tuesday, October 11th with all proceeds benefitting the [Watertown Community Foundation](#).

Plus, the ultimate fall décor including pumpkins, cornstalks, and haybales (oh my!) make the perfect backdrop for autumn Instagram photos all month long. Stop by and guess how much the giant pumpkin weighs for your chance to win a \$500-value prize! Guests can tag [@ArsenalYards](#) for a chance to be featured on their social channels.

All Fall Falladays events follow below, and visitors are encouraged to check out the Arsenal Yards [Events Calendar](#) for additional details:

- [Wednesday, October 12th](#) from 4–8pm: Fall Falladays Festival
- [Friday, October 14th](#) from 4–6pm: Harvest Market Celebration
- [Friday, October 21st](#) from 4-6pm: Harvest Market Celebration
- [Wednesday, October 26th](#) from 5:30–7:30pm: Watertown's Got Talent
- [Friday, October 28th – Monday, October 31st](#): Pumpkin Carving Contest
- [Friday, October 28th](#) from 4–6pm: Harvest Market Celebration

Free parking for all Arsenal Yards events is available in the red or purple parking garage, along with the surface parking area near City Works. For more information about Arsenal Yards, visit www.arsenalyards.com.

ABOUT ARSENAL YARDS

Along the Charles River, Greater Boston's next great neighborhood is thriving in the East End of Watertown. Arsenal Yards boasts curated shops, eateries, fitness, and entertainment venues including Buttermilk & Bourbon, Condesa Restaurante Mexicano, Kura Sushi, The Majestic 7, Shake Shack, City Works Eatery & Pour House, Gordon's Wine, Pure Barre, Roche Bros., Ulta and more. Spanning over one million square feet, Arsenal Yards offers 200,000 sq. ft. of state-of-the-art life science space, home to current biotech tenants SQZ Biotech, Kymera and Arkuda; 300 contemporary apartments at Blvd & Bond; and a 146-room Hampton Inn & Suites by Hilton. With a focus on building community, Arsenal Yards hosts seasonal event series for both residents and visitors, including outdoor musical performances and fitness classes, along with a "Picnic in the Park" series in the summer months and a "Fireside" fire pit activation in winter. Arsenal Yards is a co-development of Boylston Properties and Wilder. For more information visit www.arsenalyards.com/.

###