NEWS RELEASE

Library & Community Services Department
222 W. Sierra Madre Blvd.
Sierra Madre, CA 91024
(626) 355-5728

SIERRAMADRECA.GOV

For Immediate Release
Media Contact: sconchas@sierramadreca.gov

Sierra Madre Celebrates Halloween with a Full Day of Family-Friendly Festivities on October 31

10/22/2026 – Put on your costumes and get ready for a full day of Halloween fun! On Saturday, October 31, Sierra Madre will celebrate with the Hometown Halloween Festival, Downtown Trick-or-Treating, and the neighborhood's festive Alegria Avenue traditions.

10:00 AM – 2:00 PM | Hometown Halloween Festival • Memorial Park

Start the day with FREE family fun, including Trunk-or-Treat, a pumpkin patch, Kids' Spook Zone, face painting, food trucks, a photo booth, and live music by The Skinny Ties. Catch the Sierra Madre Dance Center at 10:30 AM!

2:00 PM – 5:00 PM | Downtown Trick-or-Treating

Keep the costumes on and visit participating local businesses for treats! The Sierra Madre Chamber of Commerce is coordinating business participation, and the downtown street closure will give families more room to stroll.

5:00 PM – 10:00 PM | Alegria Avenue Halloween Activities

Wrap up the day with decorated homes and neighborhood trick-or-treating. Sierra Madre Police will assist with traffic and pedestrian safety, and Jan's Towing is providing additional lighting.

Plan Ahead: Temporary Street Closures

> **Downtown/Memorial Park:** Closures begin with setup at 8:30 AM and continue through the downtown event. Key closures include Sierra Madre Boulevard (City Hall crosswalk to Baldwin Avenue), Baldwin Avenue (Sierra Madre Boulevard to Montecito Avenue),

South Hermosa Avenue (Sierra Madre Boulevard to Mariposa Avenue), and adjoining access points. Streets will reopen in stages after 5 PM, with completion expected by approximately 7 PM.

Alegria Avenue: Closed between Baldwin Avenue and North Mountain Trail Avenue, approximately 4:30–10:30 PM. All reopening times are subject to public safety approval.

Please follow barricades and traffic directions, allow extra travel time, and help make Halloween safe and fun for everyone! For information, call Community Services at (626) 355-5278.

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About Sierra Madre

Nestled against the scenic foothills of the San Gabriel Mountains and adjacent to the Angeles National Forest, Sierra Madre is a close-knit, village-like community with a population of just under 11,000. Located 15 miles northeast of downtown Los Angeles, Sierra Madre offers easy access to regional transportation corridors while maintaining the charm and tranquility of a small mountain town. The City is known for its historic downtown, iconic Wistaria vine, walkable neighborhoods, and vibrant community traditions, including its beloved Fourth of July and Mount Wilson Trail Race events. With its strong volunteer spirit, highly engaged residents, and a longstanding commitment to preserving its unique character, Sierra Madre continues to be recognized as one of the most desirable places to live in the San Gabriel Valley—offering a quality of life that truly feels like "Village Living in the Foothills."

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