



PRESS RELEASE
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Hammond DDD Announces Hot August Night is Now Hot August Stroll

The Hammond Downtown Development District (DDD) announces “Hot August Stroll”, a major rebrand of its signature event “Hot August Night”. The refreshed event format offers the community’s Hot August favorites on Saturday, August 26, 2023 from 8am to 8pm.

Hot August Night started in 1995 with a simple goal: invigorate Downtown Hammond with visitors, shoppers, and neighbors to support locally-owned businesses. Twenty-six years later, this event has lived on to propel a legacy of revitalization and grow into a Downtown Hammond tradition. With this updated brand, Hot August Stroll offers a full day of family-friendly and free-to-attend activities in the heart of historic Downtown Hammond. Musicians, local artists, and small businesses provide quality entertainment for all ages – cultivating a one-of-a-kind atmosphere that can only be found in Hammond, America!

Start the day at the Hammond Farmers & Artisans Market in Railroad Park from 8am to noon. The market will feature over 40 farmers and artisan vendors with handmade items, produce, fresh food, coffee, treats, and more. The market will also have live music to enjoy as you shop.

Shop and dine from over fifty locally-owned establishments all day. Many will feature exclusive Hot August Stroll specials, sales, and other activities that will be advertised at DDDHammond.com. Music will fill the air from the Listening Local Stage in Railroad Park during your mid-day stroll.

LionPawLooza kicks off the afternoon at 3:30pm in Cate Square Park. This explosion of lion pride with a pep rally, autographs, and chants & cheers honors Hammond’s very own Southeastern Louisiana University. Lion fans will get a chance to meet and greet SLU spirit squads, student-athletes, coaches, and Roomie the Lion. Shortly after LionPawLooza, the New Orleans Nightcrawlers, a Grammy-award winning 10-piece bristling brass band with modern soul, will take the Main Stage located in Cate Square Park from 5-8pm.

Starting at 4pm, Downtown becomes even more alive with the Wine & Cheese Stroll, hosted in partnership with the Hammond Regional Arts Center. Our traditional wine stroll is getting an upgrade with curated wine and cheese pairings, as well as special sips & snacks, available for tasting at dozens of downtown businesses. Tickets are available for \$35 if purchased by August 25th. Limited tickets will be available on-site for \$40. Individuals must be 21 years or older to participate.



The DDD is excited to debut a new event hub on Charles St between Magnolia and Cherry St. Guests are invited to stroll through to enjoy the following activities from 4-7pm: pop-up businesses, kids zone, grab-and-go food and drink options, live music hot spots, artists, and more.

Closures include Charles St between Magnolia St and Cherry St (parking closure starting at 1am and street closure starting at 1pm) and the 100 block of NW Railroad Ave from 6am to 1pm for the farmers market. All parking malls will remain open.

Registration for district businesses, sponsorships, local musicians, and volunteers, as well as Wine & Cheese Stroll ticket sales are now open. An event map with all activities will be available in August. For more information on Hot August Stroll, please visit the DDD's website: DDDHammont.com/HotAugust

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