

Largest-ever Midnight Madness event in the works

Student volunteers stepping up to help with annual street party

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Midnight Madness, Bolton's signature street party, just keeps getting bigger.

The event returns on August 9 this year in Downtown Bolton and will feature double the number of vendors, an expanded stage and entertainment area, and more food vendors than ever before.

The event is being held by the Downtown Bolton Business Improvement Area (BIA) with support from the Bolton Community Crew (BCC) and a large contingent of dedicated volunteers.

Sarah Leslie, a volunteer with the BCC who's been helping to run the event for years, saluted the growth.

"Usually we have around 35 vendors, this year we have over 70," said Leslie. "Queen Street and Stern Street will be full of vendors, and I'll have a DJ on Queen Street to keep the party going." The municipal parking lot will be the entertainment zone and have a bigger stage."

Leslie said there will be 14 food vendors at the event and a massive kids' zone in the Tim Hortons parking lot. There will be two inflatables, a magic show, face painting, cotton candy and more for kids.

Headlining the new bigger stage in the entertainment zone will be a 12-piece band called the Soul of Motown. Supporting acts include saxophone soloist Marco Marrone and local band Ramblin' Soul.

Leslie said Midnight Madness is always a big success and an event the community looks forward to. She said something that's enabled the event to grow this year is the fact that so many student volunteers have stepped up to help.

"They're trying to get their volunteer hours and help out the community, so we have a lot of extra help this year, which is great. I think that's what's going to make this even more successful than it has been in the past," said Leslie.

Leslie said there's some new businesses in Downtown Bolton and that this year's Midnight Madness will be great for introducing the community to them.

Thanks to a sponsorship, Brampton Transit is providing free shuttles from the north and south of Bolton to Midnight Madness. More details about the shuttles, and Midnight Madness as a whole, can be found online at the following link: downtownbolton.ca

Leslie said she wanted to give a big shoutout to all the people volunteering to make this year's Midnight Madness a great event. She also wants to thank the event's presenting sponsor, Verdi Alliance, and all the other sponsors supporting the event.