



**FOR IMMEDIATE RELEASE 03/02/2023**

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### **Broadway Eggstravaganza 2023**

GREEN BAY, Wis. – On Broadway, Inc. is hosting an epic Easter egg hunt in the Broadway District on April 1 from 10 a.m. to 12 p.m.

The Broadway Eggstravaganza is an opportunity for families to spend the morning searching for eggs outside throughout the district. There will also be some golden eggs hidden that contain a grand prize.

Other spring-themed programming will include a visit from the Easter Bunny. [Wilson's Wish](#) and [Hatch'em Acres](#) will bring goats, chicks, ducklings, bunnies and sheep to create a petting zoo for attendees.

Once you find all of your eggs, you can retrieve your prize bag at participating businesses. A full list of prize redeeming locations will be posted before the event.

"We are always looking for fun ways to get families excited about spending time outside in the Broadway District," said Betsy Sorensen, Special Events Manager, On Broadway, Inc. "This event is designed to create movement throughout the district and activate our sidewalks and spaces at a time of the year when foot traffic could be traditionally slower."

A map of where eggs can be found will be sent to all registered participants prior to event morning. Registration is \$5 per egg hunter.

For more information on the Broadway Eggstravaganza, visit our website [here](#).

[Register Here](#)



### **About On Broadway, Inc.**

The historic Broadway District is the vibrant, engaging business and residential urban center of Northeast Wisconsin focusing on strategic marketing and staffing, funding and sustainability efforts, event development and coordination of promotions, business and residential recruitment and retention.

*On Broadway, Inc. is a non-profit, community-based organization dedicated to strengthening the Green Bay community through economic development, historic preservation and promotion of downtown Green Bay's Broadway District and the overall downtown community.*

**Thank you to our sponsors!**



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