



# 2017 Gingerbread BLVD



*For the 4th year in a row, Taste of Home* brings the sweetness of the season to life with a flavor fantasyland in the heart of Madison Square Park. Adults and children alike explore this interactive and one-of-a-kind installation—making their holiday seasons extra merry and bright.

**December  
2017**

MADISON SQUARE PARK, NYC

**Winner**

OF 4 INDUSTRY AWARDS

FOLIO: MPA min



## *Marketing Opportunities*

We will put your brand in the spotlight through:

- House decorated by and themed to your brand and/or products
- Interactive touch points and branding inside the house
- Food and/or product sampling and other on-site activations
- Holiday recipe/craft demonstrations using your brand(s)

**335K**

Estimated Audience  
over two weeks

**10.7MM**

Total Social Reach

**67.2MM**

Press Impressions