



— CELEBRATING 82 YEARS! —

FOR IMMEDIATE RELEASE

FROM THE DESK OF DEBORAH BUTLER

Butler Enterprises Hosting Annual Easter Extravaganza Event Sunday, March 24th

Gainesville, FL – March 20th, 2024 – Mark your calendars and prepare to tumble down the rabbit hole! [Butler Enterprises](#) invites families and friends to celebrate Easter with a whimsical twist at their "Alice in Wonderland" [Easter Extravaganza](#) Event.

This free, family-friendly event takes place on Sunday, March 24th, from 1:00 PM to 4:00 PM, at the Butler Town Center parking lot behind [P.F. Chang's](#).

Brought to life by [Keith Watson Events](#) and emceed by [ASO Public Information Officer, Lisa Sacaccio](#), this event promises an afternoon filled with magical surprises and delightful activities inspired by Alice and her whimsical adventures in Wonderland. Guests will have the opportunity to have their photo taken with Alice and her Wonderland friends, enjoy a ride on our trackless Cotton Tail Train, and experience live entertainment performed by local groups. Additional activities include face painting, balloon twisting, giveaways, and more.

Guests can enjoy an array of Easter activities and delicious treats available from Butler stores and restaurants including [Nothing Bundt Cakes](#), [Jeremiah's Italian Ice](#), [Kendra Scott](#), [Chicken Salad Chick](#), [Foxtail Coffee](#), [P.F. Chang's](#), [Menchie's](#), and more!

Hosted by Butler Enterprises, this event is made possible through the generous support of our sponsors and contributors: [SnG Paving](#), Florida Green Keepers, llc., [Joyner Construction](#), [LifeSouth](#), [Senator Keith Perry](#), and [Guitar Center](#).

Guests will have the chance to enter our Alice in Wonderland Costume Contest for a chance to win a [Barnes & Noble](#) gift card! Dress up as your favorite character, strut your stuff on stage, and wow the crowd. The audience picks the winner with the loudest cheer at 3:30 PM! There are two categories: 13 and under (prize: \$25 gift card) and 14 and over (including adults! Prize: \$50 gift card). Guests will need to sign up with the below link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=FZ9IGMckTkK2vQKcJmUfyFc5-7HV9JtFsQogxYQsGg9UMU5HWVpSOTkwQzBZS1FEV01NT0s3VIFZViQIQCN0PWcu>

[About Butler Enterprises](#)

Butler Enterprises offers over 150 stores and restaurants spanning 1.5 million square feet. Butler Enterprises is the largest retail center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 83 years. Each year, Butler Enterprises has over 19 million visits to Butler Plaza, North, and Town Center. Additional information about Butler Enterprises is available at www.shopatbutler.com.

Contact: **Butler Enterprises**
3217 SW 45th Blvd.
Office: (352) 372-3581

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