



PRESS RELEASE

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prospertx.gov

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Celebrate Prosper Returns with Live Music, Family Fun and WFAA's Santa's Helpers on October 4

Saturday, October 4 | 4-8 p.m. | 1551 W. Frontier Pkwy.

PROSPER, TX – September 23, 2025 – Prosper's annual hometown party, [Celebrate Prosper](#), returns to [Frontier Park](#) on Saturday, October 4, from 4 to 8 p.m. (1551 Frontier Parkway). This year's event will feature exciting new additions, including an official drive-through collection site for [WFAA's](#) 56th Annual [Santa's Helpers Toy Drive](#).

For more than half a century, [Santa's Helpers](#) has provided joy to children across North Texas. This year, the need is greater than ever, with nonprofit partners preparing to serve 70,000 children, an increase of 75 percent from 2024. Prosper residents can help by bringing a new, unwrapped toy to the event. A portion of toys collected in Prosper will stay in the community, distributed through the [Prosper Ladies Association](#) and [Cornerstone NCT](#).

"Celebrate Prosper is back and we couldn't be more excited," said Dan Baker, Director of Parks & Recreation. "This year we're blending favorite traditions with exciting new experiences. Once again, we'll host families with children with special needs during a special pre-event, giving them the chance to enjoy the festivities in a welcoming, relaxed environment. We're also looking forward to an expanded musical lineup featuring local bands who earned their spots as finalists in the Prosper Jam Off. One of the most exciting additions to this year's event is the kickoff of WFAA's 56th Annual Santa's Helpers toy drive. We invite everyone to bring a new, unwrapped toy during the event and help make Christmas brighter for local families."

Alongside the toy drive, Celebrate Prosper will once again bring neighbors together for an evening of music, food and family fun. Guests will enjoy food trucks, a petting zoo, inflatables, balloon art, face painting, henna tattoos and the glow in the dark bubble truck. Local businesses and nonprofits will also be onsite with giveaways and resources. The Cornhole Tournament begins at 3 p.m. and details can be found at prospertx.gov/celebrateprosper.

Special Pre-Event Hour for Families with Special Needs

From 3 to 4 p.m., families of children with special needs are invited to enjoy early access to activities with VIP parking and a free [Superstar Ticket](#). Advance registration is required at prospertx.gov/superstars.

Live Entertainment

Music begins at 4 p.m. with performances by Prosper Jam Off winners The Dark Sparks and Steven Rizzo, followed by headliner [Party Kings](#) at 5 p.m. Lawn seating will be open and guests are encouraged to bring chairs or blankets.

Thank You to Our Sponsors

Celebrate Prosper is free to the community thanks to generous sponsors: [CoServ](#) (Title Sponsor), [Cook Children's Health Network](#) (Gold Sponsor), [H-E-B](#) (Gold Sponsor), and [Methodist Celina Medical Center](#) (Silver Sponsor).

Parking Information

Parking will be available at the Prosper ISD Stadium lot and throughout Frontier Park. Limited ADA spaces will be available near the pavilion. Please note that the pavilion lot and surrounding streets will close at 8 a.m. on October 4 for setup.

Looking Ahead

Prosper's 2025 special event season continues this fall with the [Prosper Arbor Day Celebration](#) on November 7, [Veterans Day Honor Run](#) on November 8 and the [Prosper Christmas Festival](#) on December 6. Visit prospertx.gov/specialevents for details on all upcoming events.

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ABOUT THE TOWN OF PROSPER – The Town of Prosper covers 27 square miles and is home to approximately 46,000 residents, with a projected build-out population of 75,000. Located where the Dallas-Fort Worth metroplex's Golden Corridor meets the U.S. 380 Corridor, Prosper is a Tree City USA and a Silver-level Scenic City. The Town maintains 634 acres of parks and open space, including 52 miles of hike-and-bike trails and facilities for sports and recreation. Learn more about why the Town of Prosper is the ideal place to live, work and play at prospertx.gov.