

Trick or Treat ... From a Billboard? Farmers Insurance® Brings a Sweet Halloween Surprise to Philadelphia

Interactive billboard at Dilworth Park will dispense free candy to visitors Oct. 29–31.



We're bringing the good candy to Dilworth Park in Philadelphia with a larger-than-life Farmers® billboard that actually dispenses Halloween treats.

WOODLAND HILLS, Calif. (October 23, 2026) – This Halloween, Philadelphians can add an unexpected stop to their trick-or-treating route: a billboard that gives out some of the best, most-loved candy around—because one way to help deter Halloween tricks is to come prepared with treats people actually want.

Farmers Insurance® is bringing a larger-than-life Halloween experience to **Dilworth Park** with an interactive billboard that dispenses free, high-quality candy to visitors. From **Thursday, Oct. 29, through Halloween, Saturday, Oct. 31**, visitors can stop by, interact with the billboard and walk away with a crowd-favorite treat.

Farmers® already has deep roots in the Philadelphia area, with dozens of local agents serving the community. And Farmers isn't skimping on the good stuff. The idea goes beyond giving away free candy: visitors can expect a high-quality mix of some of Halloween's most popular and most loved treats. After all, one of the best ways to help protect your home from tricks is to come prepared with the

treats people really want.

Whether you're heading through Center City, looking for a fun Halloween stop with the family or simply want to see a candy-dispensing billboard in action, the experience is free and open to the public during activation hours.

Come get your treat

What: Farmers interactive Halloween candy-dispensing billboard

Where: Dilworth Park, Philadelphia —the billboard will be located adjacent to the 15th Street/City Hall subway station, where Market Street meets 15th Street

When:

- Thursday, Oct. 29, 11 a.m.–7 p.m.
- Friday, Oct. 30, 11 a.m.–7 p.m.
- Saturday, Oct. 31, 11 a.m.–7 p.m.

Cost: Free

The experience is part of Farmers' efforts to show up for consumers in fresh and unexpected ways, bringing a little more fun to an everyday trip through the city.

So, if you're near Dilworth Park this Halloween weekend, keep an eye out for the Farmers billboard. It may just have the kind of treat that keeps the tricks away.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services products. Farmers Insurance Exchange, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. businesses on the 2026 Fortune 500 list. For more information about Farmers Insurance, visit [Farmers.com](https://newsroom.farmers.com/Halloween_Billboard).

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