

Reading Bi-Weekly Update

November 27, 2013



Small Business Saturday ~ November 30th
Annual Holiday Light Festival ~ December 1st
Shop the Block ~ December 5th

Saturday, November 30th
Small Business Saturday



On November 30th, the first 20 customers who come in on Small Business Saturday and spend \$20 at The Hitching Post & The Chocolate Truffle will receive a Shop Small tote bag! In addition, customers who bring in a non-perishable food item for the Reading Food Pantry will receive 10% off their store purchase. In conjunction with Small Business Saturday, on Sunday December 1st The Chocolate Truffle & The Hitching Post will host a Holiday Open House from 12:30 – 5:00 PM during the Holiday Light Festival with chocolate sampling & a gift with purchase (while supplies last).

Sunday, December 1st

Reading Annual Holiday Lighting Festival



The town is decorated, Santa and Mrs. Claus are dressed to impress, the characters are ready to greet you and the businesses are open. In conjunction with the Reading-North Reading Chamber of Commerce and the Town of Reading, the 22nd Annual Holiday Lighting Festival will be held in the beautifully decorated Reading downtown on Sunday afternoon, December 1, from 2:00 – 4:00 p.m. Festivities will begin at 2:00 p.m. and the Reading High School Band will be playing holiday music for the lighting countdown at 4:00 p.m. Make sure to be on the Common at 4:30 p.m. when Santa arrives to switch on the tree lights and lighted garlands on the lampposts.

Bring the family early to enjoy all the activities Chamber members have planned for all ages. Reading Co-operative Bank will host visits with Santa in their lobby from 2:00 to 4:00 p.m. A horse-drawn hay wagon will be available for rides at Haven and Linden Streets.

Board the trolley at the Town Common, and enjoy holiday songs with the Tom Smith Family Singers while you ride down to the corner of Main and Green Streets. There you can visit with Mrs. Claus at Grumpy Doyle's where children can write a letter to Santa. Then ride to Haven and Chute Streets and enjoy more activities along the way. On and near the Common, you will find a Jumpy Castle sponsored by Eastern Freestyle Karate and Tigger, sponsored by Reading Gymnastics Academy, as well as many more of your favorite characters. So don't forget your camera. You can meet with Elmo at Eastern Bank and find Dora the Explorer adventuring at the People's United Bank. You will also see Frosty the Snowman sponsored by the Burbank Y and Rudolph sponsored by Reading Trophy & Shirt walking around town with some holiday elves!

Beginning at 2:15 p.m., Reading Memorial High School and Reading Middle School choruses will be roaming about the festival singing holiday songs. During that time the North Reading School of Ballet will be performing a recital at the bottom of Haven Street. At 2:30 p.m., The Northeast School of Ballet will be performing excerpts of The Nutcracker at their facility at 32 Lowell Street. Then at 3:15 p.m. "From the Top" Dance Center will perform a number at the bottom of Haven Street. Also in that area, kids can visit with trucks from the Reading Fire Department, DPW, and the Reading Municipal Light.

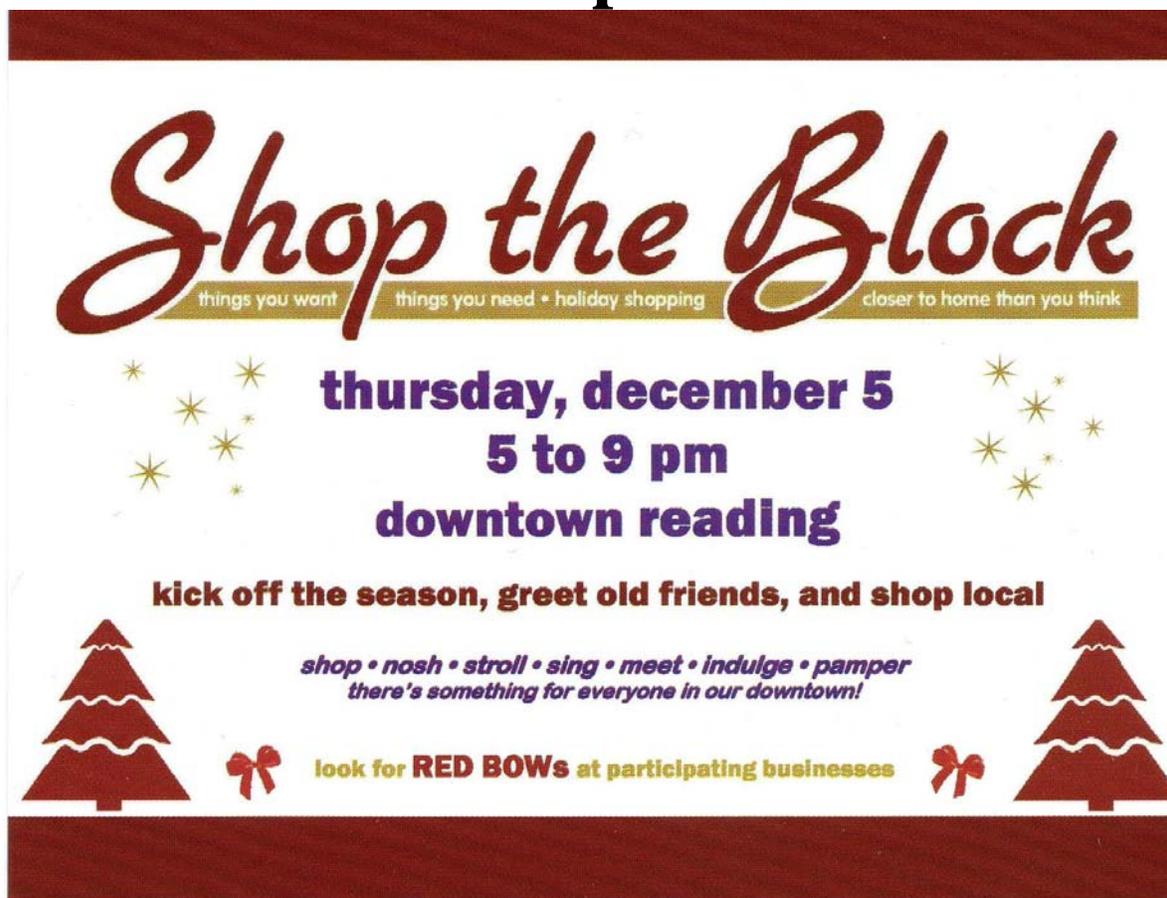
This year food vendors will be under the Chamber tent near the common so munch on some lunch while meandering through three statuesque ice sculptures on the common. Please consider bringing a new, unwrapped toy to drop off to the Reading firemen who will be collecting Toys for Tots. Chamber members have generously donated prizes to be raffled off including: a 32" color HDTV donated by Doyon's Television and Appliance Center, tickets for two to Stoneham Theatre with dinner at Felicia's of the North End in Stoneham donated by Debby Small of Community Connection, a three-month family membership to the Burbank YMCA, \$150 gift certificate to Reading Gymnastics, \$100 toward a Reading Recreation Division program and coupon books to Wash Depot of Reading.

This year's sponsors include Reading Co-operative Bank, Eastern Bank, Douglass, Edgerley & Bessom Funeral Home, Longwood Place at Reading, Latham Law Offices, LLC., Linnane Insurance, Gino Molettieri of Baystate Financial, Bark N' Roll, Ben Tafoya & Meghan Young, Premier Realty, Hallmark Health, Horseshoe Grille, Reading Municipal Light Department, Law Office of William F. Crowley, Reading Gymnastics, Keating Law Office, Bertucci's, Peter Sanborn Place, Northern Bank & Trust, Cupcake City, IM Wireless, Bunratty Tavern, Harrow's Chicken Pie, Doyon's TV & Appliance, Grumpy Doyle's, Elite Freestyle Karate, Reading Recreation Division, Zinga!, People's United Bank, Wash Depot Reading, and Burbank YMCA.

Parking for the festival can be found in all the town municipal lots and surrounding streets. Only the top portion of Haven Street and Lowell Street will be closed to parking due to the festival activities. Local businesses and residents can make a donation to the Holiday Lighting Fund to help "Light the Lights on the Common" by making a check payable to The Holiday Lighting Fund, c/o Eastern Bank, 123 Haven Street, Reading, MA 01867.

The Reading Chamber of Commerce was founded in 1989 and merged with the North Reading Business Association to form the Reading-North Reading Chamber of Commerce in January 2000. The Chamber has nearly 200 members and provides them with networking, educational and promotional opportunities. The Chamber is dedicated to its members' success and encourages participation in Chamber programs and events. For further information or to become a member, call Executive Director Janet Wolbrom at 978-664-5060 or visit the Chamber website www.readingnreadingchamber.org.

Thursday, December 5th
Annual Shop the Block



Shop the Block
things you want things you need • holiday shopping closer to home than you think

thursday, december 5
5 to 9 pm
downtown reading

kick off the season, greet old friends, and shop local

shop • nosh • stroll • sing • meet • indulge • pamper
there's something for everyone in our downtown!

look for RED BOWS at participating businesses

The poster features a dark red background with white and gold text. It includes decorative elements such as gold stars, two dark red Christmas trees with white snow, and two red bows. The event details are centered in a white box with a dark red border.

When: Thursday, December 5th ~ 5:00 – 9:00 PM

Where: Reading Center & beyond...

Who: Simms Jewelers, Goodhearts, The Hitching Post, Kaleyedescope Salon, Raspberry Beret, Salon Muffie, Creative Arts, Premier Realty, Atlantic Framing & Gifts, Embelleish Salon, BoLea, Salon on Haven, Sense of Wonder, Pamplemousse, Portland Pie, Mary Rose's Quilts, The Flower Shop of Erics, Everything but the Dog, Bark n Roll, The Chocolate Truffle, Salon Fabiano, The Dirty Doodle, Salon Fringe, Zinga, Brissonte, Aine's, Cupcake City, Twisted Elegance Salon

Shoppers can look for the red & gold bows on the doors of participating businesses. Creative Arts will provide entertainment around the Block as well as doing a gift wrap fundraiser at Premier Realty on Main Street – shoppers can get their holiday gifts wrapped while they shop! Peter Sanborn Place Home Care & Day Services will provide transportation to the businesses in their “sleigh”, there will be musical entertainment and restaurant specials throughout the night. Each business will be selling raffle tickets for the Shop the Block gift basket chock full of products and gift certificates from participating businesses. All raffle proceeds will benefit the Reading North Reading Chamber Holiday Light Fund that finances the holiday lighting festivals and light displays in both Reading and North Reading.



Questions: If you have any questions about all the activity going on around town... just ask and we will find you the answer!

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