



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Shop Local, Shop Small in Downtown Easton This Season

Shopping locally is something you can feel good about all year round, not just at the holidays. It keeps money in the local economy, offers up a more charming and relaxing atmosphere than a shopping mall and with the reduction in travel time and need for shipping, it's even good for the environment. Shopping at small businesses also means supporting local entrepreneurs in working hard and following their dreams, offering products and services tailored to the area rather than a national or international plan. You can feel good about doing your part to make Downtown Easton a vibrant, happening place, with everything from apparel to antiques, art galleries to barbershops and beauty salons.

That being said, the holiday season is an especially good time to do it, especially in Downtown Easton this year! Saturday November 29th will bring Small Business Saturday, where many of our local boutiques, shops and

other retail locations will be offering special events, deals and general good times. It promises to be a great way to kick off the shopping season. For a list



of participating businesses, check out the EMSI website. And you can save your quarters: metered parking will be free on this and all Saturdays and Sundays between Thanksgiving and Christmas, as well as Black Friday.

Because do you really want to spend Black Friday going twelve rounds with the crowd at a big-box store? Eesh.

Of course, shopping brings with it a lot of difficult questions. Teal or maroon? Handbag or jewelry? How old is my second cousin once removed's kid now anyway - does he still play with trains? If that gets you down, you can breeze through your shopping AND support local businesses by picking up the Downtown Easton Gift Card. They are available online, along with a list of participating businesses, on the EMSI website or in person at the Easton Main Street Office at 35 South Third Street and the Sigal Museum, 342 Northampton Street. You can get them in any amount from \$5 to \$500 and your hipster niece who goes to Lafayette will think you are so cool for helping to keep Easton so unique and authentic. What more could you possibly need?



Photo by Peter Boccadoro

Brand New Mural Downtown

If you've ducked down N. Sitgreaves Street lately to get between Spring Garden and Northampton, you were met with a pleasant surprise. If you haven't, then you are missing out on Easton's newest mural at N. Sitgreaves and Church -- the colorful

and contemporary composition turns the quiet pedestrian alleyway into a small oasis of art in Downtown. EMSI staff and volunteers were on hand Friday, October 17 to dedicate the new mural, funded by generous grants and donations from the Greater Lehigh Valley Chamber Foundation, the Rotary Club of Easton, Rivals Sports Bar and Restaurant and a recent fundraising event at the Alpha

Building. The artwork, titled "Above the Curve," was created by local artist Tom D'Angelo with help from Mike Cabreza and Joseph Gourniak and echoes the forms found in D'Angelo's wooden sculptures. This mural was the second such project supported by the EMSI Design Committee and we all hope for more to come!

Peace Candle Lighting

If there's one thing and one thing only you can say about Easton, it's that it knows how to keep a good thing going. Easton is said to be one of the first cities in the nation to decorate for Christmas, as well as being an early American adopter of the German tradition of the Christmas tree in 1816. In this spirit, the Peace Candle was introduced in 1951, not only as a new holiday display, but as a symbol of the city's wishes for unity and goodwill between people of all religions. Despite some setbacks (the candle has had a bad relationship with fire), the Peace Candle has become another Easton tradition, kept alive by volunteers, donations and everyone who comes to the city to enjoy it year after year.

Whether it's a tradition for you or something new, we'd like to invite you

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to the 2014 Peace Candle Lighting on Friday, November 28th. From 5:00pm to 9:00pm, there will be a number of events for the whole family to enjoy such as live musical performances, a petting zoo, ice carving demonstrations, live reindeer, trackless train rides and more. Rumor has it that Santa will be on hand to join in our Holiday Parade that kicks off this festive season.

The work of assembling the 106-foot-tall candle is a job best left to the professionals, but if you're looking for a way to help, please consider participating in our Light a Night program. A \$30 donation sponsors the candle for a night, allowing you to honor a friend, remember a loved one or promote your business. Sponsors will be listed in the event program, as well as being displayed in Centre

Square. If you would like to sponsor the Peace Candle's light during the holiday season, please contact EMSI volunteer, Jennifer Crayton at (484) 544-4312.

Of course, the Peace Candle is far from being the only light you'll be able to spot in Easton this season. Downtown's many businesses will be getting into the holiday spirit, with storefronts and window displays being done up in style. Check them out while doing your shopping or simply pick a clear evening, bundle up and take a stroll around to see them in all their twinkling, glowing glory. Don't forget to go on the EMSI website to vote for your favorite. Last year, Carrie Anne's Gifts at 20 South Third Street came out on top, so they'll be the ones to beat this year!



Photo by Lillian June Robinson

Volunteer Spotlight: Jennifer Crayton

You may be already familiar with Crayton's Creations on Northampton Street. If not, drop whatever you're doing right now and go take a look – it's right off the circle, offering beautiful and affordable handmade jewelry and handbags. What you may not know is that Jennifer Crayton, in addition to being the owner of this fine establishment, gives generously of her time and talents at EMSI.

Crayton's Creations had its start in Phillipsburg, NJ. After meeting Main Street Manager Kim Kmetz and discussing business possibilities in Downtown Easton, Jennifer opened up shop here in 2013. Describing Easton as a vibrant place where the city and small businesses work well together to keep improving things for the community and find solutions to issues, she got involved with EMSI in order to give back. "Sitting by the sidelines doesn't effect change," she says, stressing that "fresh faces, new opinions and new ideas" are what's needed to keep an organization like EMSI and a city like Easton moving.

Feeling inspired? We're always looking for more awesome people like Jennifer! Contact Kim at kim@eastonpartnership.org to get involved.



Call for Volunteers!

You know them, you love them: the street corner planters of downtown. On Friday, November 21st, volunteers will be needed to help say farewell to the autumn flowers (lovely as they are) and get festive for the holidays. If you'd like to come help out, contact kim@eastonpartnership.org to get involved. Don't worry if you can't make it this time: volunteers are needed throughout the year so watch this space for more opportunities.

Easton Welcomes New Businesses



The following businesses recently opened in the Main Street district. We'd like to welcome them to downtown Easton and wish them much success!

- **Grandma's Back Porch**, gifts and home décor, 13 S. Bank St.

- **High Enz Salon**, full salon services, 135 Northampton St.
- **Top Shelf Nutrition**, diet and nutrition counseling, 306 Spring Garden St.
- **Ultra Revive Beauty Supply**, beauty supplies, 456 Northampton St.
- **Kudu Creative**, brand and digital design services, 230 Ferry St. ,2nd floor
- **Indigo Hair Design**, full salon services, 19 S. 2nd St.
- **Catamount Tattoo**, tattoo services, 17 S. 2nd St.
- **Tallarico's Chocolates**, hand created chocolates, 14 N. 3rd St.
- **13 S. 2nd Home**, new and vintage home furnishings, 13 S. 2nd St.
- **Microfasteners**, fastener supplies, 13 S. Bank St.

Calendar of Events

NOVEMBER

- 2 – **Pairings Easton**
- 8/9 – **Bacon Fest**
- 15 – **Lafayette/Lehigh 150th Rivalry Kick-Off Event**
- 21 – **Greens in the Planters**
- 22 – **Last Outdoor Market Day Easton Farmers' Market**
- 22 – **Lafayette/Lehigh 150th Game**
- 28 – **Peace Candle Lighting & Holiday Open House**
- 29 – **Small Business Saturday**

DECEMBER

- 6 – **Easton Farmers' Market Winter Mart Opens**

JANUARY

- 17 – **Lehigh Valley Polar Plunge**

There is so much going on in downtown Easton! Check out eastonmainstreet.org and download the Easton app today!

