



What's Up! DOWNTOWN



www.EastonMainStreet.org

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Poetry and Murals to Dazzle Downtown Easton

Two exciting projects designed to channel the creative energy of our local artists will soon leap off the drawing board and onto various sites throughout Downtown Easton.

The Door Poems Project, created by Easton Main Street Initiative's volunteer-driven Design Committee, is a marriage of art and the written word. The mission is to artistically depict short, original poems on the back doors of buildings around town. After the committee announced a call to poets in early September, they received over 150 submissions for consideration, which represented a myriad of styles and subjects.

The committee selected three works for installation:

The Beautiful, by Lee Upton

Falling Stars, by Taylor Garrison

Easton, by Liuba M. Yarmie

Authors will each receive a \$100 honorarium for their poem, and EMSI volunteers will install the works throughout the fall. Watch for these first installations at American Printing on the N. 2nd Street side, on the 300 block of Church St. next to the Easton Public Market entrance and on the 400 block of Church St.

Easton Murals is a newly-created project that will encourage the creation of large public murals. This visionary effort will turn neglected, barren walls into works of art to beautify Easton and create opportunities for the city's burgeoning artistic community.

A collaborative effort between Brick



+ Mortar Gallery owners, Tom D'Angelo and Chaz Hampton, and EMSI, the project's initial focus will be on high profile sites in Downtown Easton.

A graphic image, "There Should Be A Mural Here: Easton Murals," will pop up on various empty walls around town to garner attention for

the program and to help raise funds for its future expansion. Plans call for the mural program to reach into all of Easton's neighborhoods, once the program has been established and funding and community support have been generated. For more information, and to donate, visit eastonmurals.org.

Light-A-Night Fundraiser

A long-beloved Easton tradition continues as we celebrate the annual Peace Candle Lighting this year on Saturday, November 26, in Centre Square.

To ensure Easton's ability to maintain this historic, annual event, EMSI will once again stage "Light A Night," which allows people, businesses and organizations to sponsor a night of the Peace Candle for a \$30 donation. Your support allows you to memorialize a loved one, send a holiday greeting, promote your business or even wish someone a happy birthday or anniversary. Greetings are published online, on signage in Centre Square and in the Peace Candle Lighting Program of Events.

The Peace Candle is a tower-like structure erected every Christmas season in Centre Square. Some 106 feet

tall, the giant candle is assembled over the Soldiers' & Sailors' Monument, a Civil War memorial now dedicated to Eastonians who have served or are serving in the armed forces. First dedicated in 1951, the Peace Candle (reputed to be the largest non-wax Christmas candle in the country) has risen over Centre Square almost every year since then.

Donations are gratefully accepted at Easton Main Street Initiative, c/o Peace Candle, 35 South Third Street, Easton PA 18042. Please make your tax-deductible donations payable to GEDP.

Volunteers Keep Easton Traditions Alive

It takes a village of dedicated, hard-working volunteers to make Easton

thrive. Volunteers are responsible for helping run fabulous crowd-pleasing events like the PA Bacon Fest and the Garlic Festival, which draw tens of thousands of visitors to town. What's more, volunteers serve on various committees that help plan and support many of Easton's vital activities, and they also maintain the beautiful planters sprinkled throughout the city, to name just a few of their efforts.

One such activity is the Historic Easton House Tour. Thanks to the all-volunteer committee of more than 20 people who consistently organize this annual event during Historic Preservation month each May, the 2016 tour netted a profit of over \$9500. These funds help support the programs and projects of the EMSI Design Committee. Save the date for the 37th Annual Historic House Tour planned for Saturday, May 6!

Donation from Lehigh Gap Nature Center Beautifies Public Garden

A generous \$500 grant from the Lehigh Gap Nature Center has funded a native plant installation at the corner of N. Fourth and Bushkill Streets near the "Welcome to Easton" sign. Mike Brett and Liz Shook, who volunteer for EMSI's Design Committee, worked with Kate Brandes of the LGNC to choose and install these plants in a setting Brandes designed.

Because this garden typically receives little maintenance and is challenging to access, the landscaping includes

plant species that are attractive, require minimal maintenance and will soften the imposing stone walls behind it. The

City of Easton and Easton Main Street volunteers provided all necessary labor and installation.



One-Stop Holiday Shopping!

Seek no more for a holiday present for your favorite Easton lover! EMSI offers gifts that suit just about everyone on your list.

For the first time, EMSI hoodies and T-Shirts will be on sale. Find them at the EMSI office, 35 S. Third Street. Cost is \$25 for hoodies, and \$15 for the T-Shirts.

A stunning new holiday ornament has been added to the collection that celebrates Easton's landmarks. This year, a faithfully rendered replica of the proud Easton Bugler joins the iconic Easton Peace Candle and Northampton Street Free Bridge ornaments. Just \$20 each and available at select locations around town, including the EMSI office, the Easton Farmers' Market, Connexions Gallery, The Loving Piece, Colonial Pizza, HomeBase 610 and The Lafayette Inn.

And if you're stumped for a gift, there's nothing more welcome than a Downtown Easton Gift Card. It's honored at most of Easton's shops, restaurants, services and attractions, and is available in any denomination from \$5 to \$500. Order online at eastonmainstreet.org/giftcards, or purchase at the EMSI office or the Sigal Museum.

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!

- **Permanent Beauty Solutions**, 76 N. 4th St. Cosmetic services
- **Artifice Fly Co.**, 14 N. 3rd St., fly fishing supplies
- **Lauren Kindle Studio and Gallery**, 7B N. Bank St., art studio and gallery
- **Vivid Reflections**, 100 N. 3rd St., Cosmetic services



COMMUNITY
PRIDE
DEGRASS
ROOTS
EASTON
18042

Calendar of Events

NOVEMBER

- 5-6 **PA Bacon Fest**
- 6 **Racin' Bacon 5K**
- 26 **Holiday Open House & Peace Candle Lighting**

DECEMBER

- 1 **Easton Marketing Campaign Community Meeting**
- 3 **Santa Pub Crawl**

JANUARY

- 15-21 **Easton Restaurant Week**
- 20 **PechaKucha Night**

FEBRUARY

- 5 **22nd Annual Chili Cook-off**

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



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