

A 'Holiday on Highland' happening!

In a first-ever collaboration that might portend even better things to come, the Highland Street Business Association and Worcester Local First are partnering to present "Holiday on Highland"—a social and shopping experience for Worcester area residents.

The event is being offered this Thursday evening (December 18) from 5:00 to 8:00 and will involve at least six stores in the city's funk-iest, most eclectic business district: Champion Tattoo, The Futon Company, The Prints & The Potter, Saori Worcester Weaving Studio & Gallery, Unique Boutik and The Wine Vine. These establishments represent a good cross-section of shops on Highland Street and all will be rolling out the hospitality and in some cases discounts and refreshments. Models from Unique Boutik (which specializes in consignment/vintage clothing, men's apparel, shoes, purses, accessories, home accents and jewelry) will be strolling up and down the street (weather permitting). A live Christmas sing-a-long and an appearance by Santa will further embellish the proceedings.



From the left, looking forward to this Thursday's "Holiday on Highland" event, are Steve Jones-D'Agostino of Worcester Local First, Elizabeth Hughes of The Futon Company, Liliana Silkman and Maria Pappas of the Unique Boutik and Mihoko Wakabayashi and Nat Needle of Saori. The event runs from 5:00 to 8:00 p.m.

Shoppers who get a card stamped, indicating that they have visited all six stores, will be in line to win what Nat Needle of Saori describes as "an opulent gift basket" worth approximately \$500—in a drawing to take place during the night.

Needle said the event is an indication that Highland Street is alive and well. "The street is clean. Trash cans (put out a while ago) really work. The difference is enormous. As the event grows, we'll try to get better at it," he said.

Merchants who had indicated a desire to participate are excited about giving families and shoppers a taste of Highland Street a week before Christmas. And they are going all out to accommodate; Saori, for instance, is offering free weaving and 20 percent off on selected items. The Futon Company is offering food, drink and 10 percent off on merchandise ALL day. Unique Boutik is offering 10-15 percent off on inventory ALL day.

Steve Jones-D'Agostino, coordinator for Worcester Local First, says this is the second such collaboration W.L.F. has undertaken,

following up on a parley with the Canal District.

More are likely in the future, he said.

Merchants' might

The Shrewsbury St. Area Merchants Association's inaugural Columbus Day weekend events extravaganza, consisting of a bocce tournament, a Christopher Columbus art contest in the Worcester Public Schools and an Italian American dinner at Mount Carmel, paid big dividends; as a result of the initiative, representatives of SSAMA last week presented a check to Worcester Police Sgt. A.M. Petrone—president of the Joe DiMaggio Little League. The monies the Little League received were a portion of the \$4,200 in charitable contributions SSAMA pulled in over the three-day period. Other benefactors from the fundraising drive were Mount Carmel Church, Abby's House, Worcester's Columbus Day Committee, YOU Inc., Rainbow Child Development, Girl's Inc., the Worcester Boys Club, the Worcester Firefighters Road Race, WEDFL-Fine Arts Department,



BY ROD LEE



Jeremiah's Inn, the Diocese of Worcester and St. Agnes Guild.

A 'Model' agency

Things are "very merry" at Karon Shea Model Management on Water Street. Karon Shea tells Biz Buzz that five children from the agency have been selected to appear in Kenny Rogers' holiday show at Mohegan Sun in Connecticut—the fifth straight year Karon Shea's kids have earned that honor. They will be under the musical direction of William "Bill" Beck and Melanie Donegan. The children are Bella Hastings, 8, Kaci Kneeland, 7, Seamus Knight, 7, Gabriela Coccio, 9, and Jordan Hawkins, 9. The holiday show is scheduled for December 18-19.

Biz Buzz is published weekly on Tuesdays; contact Rod Lee by telephone, 508-793-9213, FAX, 508-767-9512, or e-mail, rlee@telegram.com



From the left as the Shrewsbury St. Area Merchants Association passes a check for \$700 to the Joe DiMaggio Little League are Mark Piscillo of Victory Cigar Bar, Police Sgt. A.M. Petrone of the Little League, Worcester School...

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