

M A I N S T R E E T HIGHLAND PARK

Dedicated to Downtown Revitalization

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Come Celebrate "Holidays in the Park"

LOOKING FOR A FESTIVE SHOPPING experience while avoiding the mall frenzy this holiday season?

Highland Park's downtown has the ideal mix of stores, shops and restaurants to make holiday shopping a pleasure.

For three Thursday nights in December, Main Street Highland Park will be sponsoring **"Holidays in the Park,"** a celebration of the traditional downtown.

Stores will remain open until 9 p.m., giving shoppers more time to find that perfect gift. There will also be festivities at various businesses with live music, open houses, in-store promotions and demonstrations. The dates are: 12/7, 12/14 and 12/21.

On Dec. 7, the Rutgers Queens Chorale will be strolling Raritan Avenue, singing holiday songs along the way. On Dec. 14, Makhelat Hamercz will be featured at PJs Coffee, 315 Raritan Ave., while Philo Musica will be performing along the Avenue. Gift wrapping service for shoppers with little patience for cutting and folding will be offered by Highland Park High School students at the MSHP office, as a fundraiser.

A free kids drop-off service will be offered on Dec. 7 by Yellow Brick Road Nursery School at 15 South 3rd Ave. from 6-9 p.m. for children ages 2-6. The same night, Family Martial Arts Academy at 17 No. 4th Ave., will have "Game Day," for kids ages 7-12. Children will be able to participate in fun and safe martial arts related activities (parental permission required).

"Project Window," a storefront window display competition sponsored by MSHP, will give shoppers the chance to vote for the best storefront over the course of the three Thursdays. More than 30 businesses will feature the design services volunteered by Mark Froelich & Doug Otrimski of Roberts Florals, Carmen Crea of Haven and Bianca Freda, Interior Stylist. The winning business will receive free window dressing services for a year.

Free collectible tote bags will be given away to shoppers, featuring the new downtown Highland Park logo. Shoppers who spend \$100 during December in Highland Park stores and restaurants simply need to bring in their receipts to the Main Street office to receive a free tote bag while supplies last. (50% credit for all groceries and gasoline)

Two Highland Park businesses will also be celebrating grand re-openings during "Holidays in the Park." Roberts Florals has relocated to 114 Raritan Avenue and Provident Bank is completing a major remodeling project at 301 Raritan Ave.

"Holiday time is when Highland Park truly shines," said Graham Copeland, executive director, Main Street Highland Park. "This is the perfect time to meet friends and neighbors along the avenue, while shopping, dining and enjoying the town-wide festivities."



Catch the Holiday Spirit in Downtown Highland Park

There are dozens of great shops in downtown Highland Park that are carrying that right gift for family, friends and co-workers.

See what's new in your hometown, while joining in our exciting holiday events. Our local businesses provide great service that the chain stores forgot long ago. And, as always, parking is free and plentiful. This holiday season, don't get malled!

Main Street Highland Park offers an extensive selection of stores and businesses for your holiday shopping convenience. For contact information for each business, please log onto www.highlandparkchamber.com.



And now a list of local businesses...

FOOD

Amro's International Food Market
Anna's Health Food Center
Bagel Time Café
B-B-Big Food Mart
Berkley Bakery
Birnn Chocolates
Caffé Grappa
Carvel
Charlie Brown's Steakhouse
China Star
Cleo's Italian Bakery & Internet Café
Corner Confectionary
Dish Café
Dunkin' Donuts
Glatt 27
Highland Pizza
Jerusalem Pizza
Krauszer's Food Store
Lachmaynu Bakery
La Fonda Restaurant
La Rosa Pizza II
Li'l Tony's Pizzeria & Trattoria

Mei Garden Koshers Chinese
New Athens Corner Inn
PJ's Coffee
Pad Thai
Park Deli
Park Pub
Pithari Restaurant
Quick Chek Food Store
Seven Hills of Istanbul Mediterranean Grill House
Shanghai Park
Sichuan Spring
Simply Zen Vegetarian
Southern Corner (at Raceway)
Stop & Shop Supermarket
Sultan Wok 6
Sweets to Nuts
Tasty Bakery
White Rose System
Yamate Chocolatier

BOOKS

Trio Gifts
Judaica Gallery
Pyramid Books

Rutgers Book Center

CLOTHING AND CLEANERS

A Garden Party
Arena
Di Marco Tailors
Highland Park Cleaners
Jolly Tailoring
Kathy's Bridal
Rainbow Cleaners
Tower Thrift Shoppe
Turning Point Studio

GIFTS AND SPECIALTY ITEMS

Centerpiece
Dollar City
Highland Park Cyclery
Judaica Gallery
Over the Moon Toys
Pino's Fruit Basket Shoppe & Wine Cellar
Rite Aid
Through the Moongate
Trio Gifts
Who Is My Neighbor Fair Trade Store

FLOWERS AND PLANTS

Robert's Florals
Plant Patch
Professional Plant Svc.

JEWELRY

Alfredo's Fine Jewelry
Ashley's Pearls
Brotsky Jewelry Exchange
Gideon Jewelry
Raspa Jewelers
String of Beads

ELECTRONICS & CELL PHONES

Allpage Wireless
Infine-T
Lynn Computers

ART

Academy of Art of Highland Park & Gallery
B. Beamesderfer Gallery
Coster's Gallery
Freese Camera Shop
The Moment
IM International Pottery
Lifetyme Portraits

LIQUOR, WINE AND BEER

End Zone Sports Bar
New Athens Corner Inn
Park Pub
Pino's Fruit Basket Shop & Wine Cellar
Rite Aid

VIDEO AND DVD

Iconverted Video & Audio
Krauszer's Food Store
Raritan Video

AUTOMOTIVE

Acme Used Cars
Al Meschi Auto Body
Bargain Auto & Truck Repair
Complete Car Care
FBN Auto Sales & Service

F&F Auto Inc.

Gerometta Auto Service
Highland Park Automotive
Highland Park Motors
Highland Park Service Center
Highland Park Sunoco
Kam Soon Auto Service
Locandro Motors Inc.
Lube It All
Modern Trend Auto Body
New Age Auto
Park Auto Brokers
P&K Auto Clinic
Perfect Motors
Quality Auto Center
Salit Auto Sales
STS Tire & Auto Center
Schwartz & Nagle Tires
Style Auto Import
Uby's Inc.

FITNESS

Curves of Highland Park
Family Martial Arts Academy
Massage Matters LLC
Mary Ann Levitt Energy Balancing
Natural Path Tai Chi
Raritan Valley Road Runners
Soma Center for Yoga & Bodywork
The Studio@808
Turning Point Studio
YM-YWHA of Raritan Valley

DANCING

Arthur Murray Dance Studio
New Jersey Dance Studio
Stage Stars Dance & Performing Arts Studio

BEAUTY AND HAIR

A Garden Party
All Is Vanity
Arena
Eurobronze Tanning Salon
Ellen Lange Skin Care
Gab & Company Haircutters Inc.
Hair Company
Hair Magic
Haven
Joann Nails
Kiss Nails
L.A. Perfection Nails
Luxi Nails
Marta's Salon & Day Spa
Ms. JoAnn's Unisex Beauty Salon
Nails by Shelley
Regina's Beauty Salon
Rutgers Barber Shop
Salon Envy
Santo's Barber Shop
Shear Expressions
The Park Salon LLC
The Strand Hair Co.
Uptown Hair Design



Fall Festivals Pack the Downtown

“ARTS IN THE PARK,” the Highland Park Arts Festival, drew more than 8,000 visitors to the downtown business district on a beautiful September afternoon, followed by “Autumn in the Park,” on a warm October evening.

“These are signature autumn events for Highland Park, celebrating our community’s creative spirit and cultural diversity,” said Duane Beers, chair of Main Street’s Promotion Committee.

“Arts in the Park”

Art festival attendees were treated to the works of 50 participating artists from across the Garden State - one-quarter of them local Highland Park artists.

The juried event presented fine arts and crafts, including photography, painting, fine ceramics and sculpture. The festival also featured a wide



range of music, extensive children’s activities and several food and beverage vendors, including a wine-tasting courtesy of Balic Winery from Mays Landing, N.J.

The event was presented by Main Street Highland Park and title sponsor Unity Bank, along with the Borough of Highland Park, *The Home News Tribune*, CD101.9 Smooth Jazz, New Jersey Transit, Q104.3, and NJ.com. The program was made possible in part by funds from the New Jersey State Council on the Arts/Department of State, through a grant provided by the Middlesex County Cultural and Heritage Commission/Board of Chosen Freeholders.

“Autumn in the Park”

The 5th Annual “Autumn in the Park” brought thousands out on a warm October evening to enjoy the town-wide festivities. The fall tradition featured hay rides and carriage rides along the avenue, a big hit with the families.

Musical entertainment in 15 downtown venues included rock & bluegrass bands, jazz trios, a cappella singing, a strolling bagpiper and a juggling clown. Also, more than 50 businesses participated in the “Passport to Fun” program, designed to introduce the local merchants to the community, through a bounty of raffle give-aways.

Artists interested in registering for the 2007 Arts Fest should contact Main Street Highland Park’s project manager, James McCrone, at jmccrone@mainstreethp.org.

A Fresh Face For Downtown Highland Park

IF YOU’VE STROLLED THE AVENUE RECENTLY, you’ve noticed new signs, awnings and façades on many commercial properties. That’s because more businesses are taking advantage of Main Street’s Awning and Façade Grant Program. And the visual benefits to the town are showing.

The renovation of The Dish Café and the newly opened Pithari Greek restaurant made use of grants administered by Main Street’s Design Committee. Funding came from Community Development Block Grants that the Borough Council allocates for new awnings, signage and façade improvements.



The Design Committee consists of Highland Park architects, planners, artists, landscape architects and engineers who volunteer their time, expertise and passion to the task of design review and funding for the various applications.

“This is an exciting time in Highland Park,” said Design Committee chair John Webster, “The seed money is showing results.



“A program that started with incremental changes is now gaining momentum,” he added. “It’s satisfying to see the program expand this past year. We look forward to building on the program’s success in 2007.”

Recently, La Fonda, Pad Thai, The Moment Studio and the recently relocated Roberts Florals, among others, have made use of the grant program. Jack’s Hardware, Music Togethe/Ziran Tai Chi/Converted Video & Audio and Sultan Wok are next in line to have their storefronts improved.

Merchants interested in applying for a grant should contact Main Street Highland Park at **732.828.8444**.

Highland Park: A Destination for Dining

Below: Greek and Mediterranean customs abounded at the opening of Pithari Taverna.



HIGHLAND PARK RESIDENTS and visitors are now enjoying two new dining options. In the growing selection of great international cuisine, Pithari Restaurant offers delicious traditional Greek/Mediterranean fare, and the recently expanded and remodeled Dish Café provides more of the same great American hometown cooking that has made them a staple in Highland Park.

Pithari Taverna, which opened in September, is situated next door to the New Athens Corner Inn grocery at 28 Woodbridge Ave.

“Over the years, we have had great success with New Athens Corner, our original business,” said the owner Tassos Stephanopoulos. “The people of Highland Park and the surrounding towns tell us they love the Greek groceries and prepared foods. This motivated me to go one step up to create a Greek food restaurant. We are happy to deliver the traditional cuisine of my country. Greek

food has always been a reflection of the passion and the way of life of the Greek people. We welcome everybody to share in this great tradition.”

The restaurant is BYOB, but New Athens Corner sells liquor and wine, including a selection of Greek wines.

Pithari’s opening follows the opening of the expanded and completely remodeled Dish Café (formerly the Bagel Dish Café) at 327 Raritan Avenue, just three blocks south, featuring hometown, American fare. The place that for years was known as the Bagel Dish Café reopened in late August as The Dish Café. Interestingly, both the Dish Café’s expansion and renovation and Pithari’s new construction used the talents of a Highland Park architect, Eric Goldstein.

Diners have responded enthusiastically to both restaurants, keeping them filled despite the expanded capacity. Watch for the Dish Café’s next expansion—into dinner.



Vasilios & Stephanie Papagiannis, owners of the Dish Café, with Graham Copeland of Main Street receiving their Awning and Facade Improvement reimbursement check.

The Gift That Always Fits Is Now Easier Than Ever to Give

MAKING A CONVENIENT GIFT EVEN EASIER TO GIVE, the Highland Park Chamber of Commerce is offering Chamber CertifiChecks, which are community-based gift certificates, in more than twice as many denominations as before. Purchasers can now choose any five-dollar increment from \$5 to \$50.

CertifiChecks are honored by Chamber member merchants and professionals all over town, representing thousands of individual products and services. For a full list of participating members or to purchase gift checks, visit the Chamber home page at www.highlandparkchamber.com and click on the gift icon.

A Chamber CertifiCheck makes a great gift for the holidays, as well as all kinds of special occasions throughout the year. Chamber CertifiChecks never expire and are packaged and mailed in a festive envelope. Optional gift boxes are also available for purchase.

Chamber CertifiChecks are available seven days a week at Unity Bank, 104 Raritan Ave., or with a toll-free phone call anytime at **877.770.4438**. Major credit cards are welcome for online or telephone purchases.

Farmers Market Cookbook Now Available For Sale

MAKE SURE TO PICK UP A COPY of the 10th Anniversary Farmers Market Jersey Fresh Cookbook. This unique holiday gift includes recipes from Highland Park residents, farmers market vendors and shoppers. Proceeds will benefit next year’s farmers market.

It makes a great gift!

To reserve a copy call **732.828.8444**.



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