

Bow-tiful! - Downtown is gift-wrapped with bows and wreaths

Posted: Tuesday, November 22, 2011 12:30 pm

READING - As the town prepares for the holidays, residents and visitors who look forward to the usual downtown seasonal décor will enjoy added cheer this year.

Festive red bows have been added to the lighted greenery around the old-style black light poles. In addition, the silver light poles on the outskirts of the downtown and on Haven Street sport new hanging greenery wreaths with red bows. These re-usable seasonal additions are a continuation of the Streetscape Project, which also brought the beautiful hanging flower baskets and Reading banners this past summer.

This project is sponsored by the Town of Reading Economic Development Committee; the new decorations are funded by the Downtown Improvements and Events Trust (DIET). Funds raised by events such as the highly successful Reading Fall Street Faire go to the DIET to be used for such improvements to Reading's downtown, to highlight the area and attract shoppers to local businesses.

The new decorations are just in time for many Reading holidays events such as:

- Tree Lighting Festival on Sunday, November 27 from 1:00-4:00 p.m., with Santa arriving to light the trees on the Common at 4:30;
- Shop the Block night of local shopping on Thursday, December 1 from 5:00-7:00; and
- Buy Local Weekend of shopping events on December 2-4.

So, enjoy the improved streetscape as you support Reading businesses this holiday season!