

Anthony James Construction

Specializing in custom homes, additions and major renovations, whole house replacement and the latest in green building innovations, Anthony James Construction, Inc. has been a designer and master builder in downtown Westfield for over 20 years. When you want it to be beautiful... 215 North Ave. W, 908-233-2225.

www.anthonyjames.com



Grand Openings

Subway has opened at the corner of Quimby and Central Ave. This is the second location of Subway in Westfield with the same owner as the South Ave. store. 106 Quimby St., 908.232.4760.

www.subway.com

Inspire



April 29, Thursday - May 2, Sunday Sidewalk Sale Days

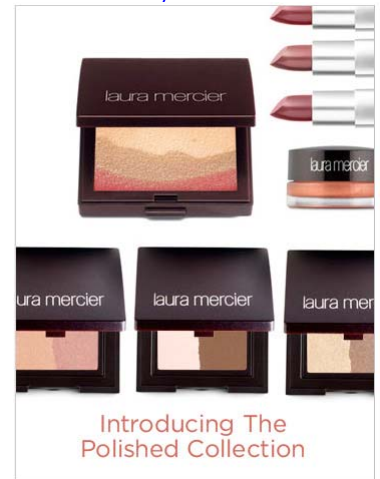
April 29- May 2 Don't miss four days of outdoor shopping and bargains when downtown Westfield, NJ merchants open their doors and bring their goods out onto the streets! Enjoy the deals for four days only, Thursday, April 29 through Sunday May 2, 2010. In the event of rain, check

indoors for bargains. Sponsored by the Downtown Westfield Corporation 908.232.4511 www.westfieldtoday.com

April 30 & May 1, May 14 & 15 Blue Mercury Spring Shopping Parties

Meet the experts, try new hues and master tips and tricks with fresh springtime color. Space is limited. Book your appointment today for Laura Mercier Friday, April 30 & Saturday, May 1; Trish McEvoy - Friday, May 14 & Saturday, May 15. 82 Elm St., 908.233.1100.

www.bluemercury.com



Introducing The Polished Collection



May 1, Saturday at 6:30pm Westfield Symphony Orchestra Fundraising Gala

Join the WSO in support of the Arts at A GRAND FUNDRAISING GALA celebrating MUSIC. The Gala will be held at 6:30 pm on Saturday May 1, 2010 at Echo Lake Country Club in Westfield. Enjoy cocktails, dinner, dancing, auctions and enchanting entertainment! Opportunities are available for individual or corporate sponsorships.

www.westfieldsymphony.org

May 4, Tuesday Shopping Fundraiser at Lord & Taylor

On this day, there will be special events throughout the store, including national makeup artists who will be on hand to provide complimentary makeovers at any cosmetic counter. Other events include special guest appearances, gift with purchases, and much more. Plus register for your chance to win one of many great prizes. This is your chance to help your favorite



A new crafts and gifts store will open very soon at 431 South Ave. W., 908.232.2330.

Splash

A new upscale European women's clothing boutique will open at 15 E. Broad St., next to G.O. Keller's cleaners and near Five Guys. Visitors to Splash will find J-Brand Jeans-USA, True Religion-USA, Kova & T-USA, Class Roberto Cavalli-Italy, RED Valentino-Italy, Celyn b-Italy, Rizal-France, Guerriero, Italy, Scervino Street-Italy, and Angelo Mozzillo-Italy. 908.228.2381.

Turning Point Restaurant, serving breakfast, brunch and lunch will be opening at 137 Central Ave. in summer 2010. Demolition and construction is currently underway.
www.theturningpoint.biz

We hope you enjoyed this monthly e*newsletter!

If you have any comments or suggestions, or if you are a business owner in the Special Improvement District and would like to be considered in future issues, please email:
j.lemberg@westfieldtoday.com.

Sincerely,

Sherry Cronin,
Executive Director
Beth Brenner, Asst. Executive Director
Jamie Lemberg,
Online Marketing Manager

Downtown Westfield Corporation (DWC),
Management Entity of the Special Improvement District
908.789.9444.

Since its formation in 1996, the Downtown Westfield

fundraising organization raise money in style! With the purchase of a \$5 ticket, you will receive a 20% coupon to be used on one sale or regular priced item, and a 15% savings pass, valid all day, on almost anything in the store including cosmetics and fragrances! For more information or to purchase your ticket in support of your favorite charity, visit http://www.lordandtaylor.com/eng/Gifts-Westfield__NJ__Tuesday__May_4th-lordandtaylor/141983
Lord & Taylor, 609 North Ave. W., 908.233.6600.



Food & Wine

The Brick Oven to Continue Restaurant Week Lunch

Enjoy a great Italian \$10, 2-course lunch as Brick Oven extends their Winter Restaurant Week offering through the end of April. Monday - Friday, lunch only. Don't miss this great deal!!117 Quimby St., 908.317.9500.

Feast Catering Now Delivers Through Delivery Now

Feast Catering of Westfield and Delivery Now have joined forces to bring Feast Catering to your home. Check for daily specials and don't worry about parking! 27 Elm St., 908.654.0045. www.feastcateringwestfield.com

Cosimo's is Expanding

This popular Italian Restaurant & Pizzeria will be expanding their dining room into the adjacent building, which is currently an empty storefront and was formerly Little Treasures. 118 E Broad St., 908.654.8787. www.cosimosrestaurant.com

CoolVines Mentioned in New York Times

Wednesday March 24, 2010 -- Eric Asimov of the NY Times, wrote..."The recent vintage of shops can be found in pockets of wine enthusiasm around the country, including DomaineLA in Los Angeles, Terroir Natural Wine Merchant in San Francisco and CoolVines in Princeton, N.J. But enthusiasm seems to burn hottest in New York City." Read the Article:

Corporation's (DWC) efforts have resulted in Westfield, NJ being a nationally recognized successful downtown. The DWC's mission is to make Westfield, NJ a preferred destination where people want to live, work and visit by promoting activities that complement existing businesses and services.

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www.nytimes.com/2010/03/24/dining/24pour.html
 23 Elm St., Westfield NJ, 908.232.5050 www.coolvines.com

Complimentary Dessert at Ana Beall's Tea Room

Spring is here, and the great flavors of the season are making a grand entrance! Stop by for dinner on Friday or Saturday night, and enjoy a delicious Strawberry Shortcake on them! Mention this promotion, and receive this or one of their other delicious desserts, free with your meal. Weather permitting, enjoy al fresco dining on their patio! 415 Westfield Ave., 908.264.4221. www.anabeallstearoom.com

Double Stuff Oreo Ice Cream Sandwiches at Cold Stone

This new ice cream creation is made with Cold Stone's new Oreo Creme Filling ice cream, sandwiched between 2 big Oreo Wafers. For a limited time only, they will be available at \$8.99 a 4-pack. 163 E. Broad St., 908.518.0044. www.coldstonecreamery.com

Autism Awareness Month at Rockn' Joe

April is Autism Awareness Month and Rockn' Joe is doing its part to help raise awareness and support families with autistic children. Every time you visit Rockn' Joe during the month of April, you are welcome to select from the free autism awareness items at the counter. Child alert decals, rubber bracelets, books and DVDs will all be available. The child alert decals notify police, fire and EMTs that a child with autism is in the home or car the sticker is affixed to, which helps them respond appropriately in the event of an emergency. The rubber bracelets read "I Have Autism," "I Have Asperger's," or "I Love Someone With Autism." The books and DVDs are educational resources that can help educate children about autism. Rockn' Joe has made a donation to Autism Speaks in support of Autism Awareness Month. The coffeehouse & bistro will also be selling Bachman Puzzle Piece Pretzels throughout the month of April, proceeds are donated to Autism Speaks. 20 Prospect St., 908.232.1660. www.rocknjoe.net

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