

Jamie

From: Downtown Westfield [jleberg@www-westfieldtoday.ccsend.com] on behalf of Downtown Westfield [j.leberg@westfieldtoday.com]
Sent: Thursday, May 06, 2010 4:10 PM
To: j.leberg@westfieldtoday.com
Subject: Westfield Today: Shopping, Dining & Events, May 2010



News from Downtown Westfield Corporation

May 2010

Shop * Dine * Enjoy

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Mother's Day Best Bets

Upcoming Events

May 8, Saturday

Mother's Day Trunk Show at Juxtapose Gallery

Juxtapose Gallery will have a Mother's Day Show Saturday, May 8, featuring the beautiful handcrafted jewelry of Due Sorelle. 58 Elm St., 908.232.3278. www.juxtaposegallery.com



May 8, Saturday, 8pm Westfield Symphony Orchestra Presents their Season Finale Celebration

WE THE PEOPLE - Musical solidarity, humanism and heroism heralding from opposite ends of the earth. BEETHOVEN Symphony No. 9 (Choral) with Pro Arte Chorale, XIAN Yellow River Cantata (with guest conductor Shuang Guo), featuring Chinese choruses from NY and NJ. Saturday, May 8th at 8pm, at the Presbyterian Church in

Westfield. Free pre-concert lecture at 7pm. Tickets are \$25-\$70. Call 908.232.9400. www.westfieldsymphony.org

May 8, Saturday

Cole Haan Trunk Show at Scott's Shoes

On Saturday May 8th from 10am-4pm Scott's Shoes will be hosting its 10th annual Cole Haan Trunk Show.



Come meet both men's and women's representatives who will be previewing Spring and Fall collections. Special orders welcome and refreshments will be served! 109 Quimby St., 908.233.5678

The Farmhouse Store

With Mother's Day and Graduations on the calendar for May, The Farmhouse Store is filled to the rafters with extraordinary gifts. They have brought in 10 new jewelry lines, 9 new farmhouse table colors, 8 new potters, 7 new candle scents, 6 new lines of greeting cards, 5 new rug designs, 4 new cufflink designers, 3 new upholstered chairs, 2 new salespeople and a partridge in a pear.....kidding. Like no other store in Westfield. 221 East Broad Street, 908.654.0444.

www.thefarmhousestore.com

Adlers Jewelers

Anniversary Sale - prices are reduced for the first time in 20 years: 20-70% off entire inventory May 3 - 8. Includes designer jewelry, wedding bands, watches & gifts. 219 North Ave. W., 908.233.6900. www.adlersjewelers.com

blue mercury

There's nothing better for mom than a gift or gift certificate from blue mercury, where you can buy her favorite fragrance, makeup, skincare or bodycare products & services, or let her choose her own. She will be thrilled with this fabulous gift. 82 Elm St., 908.233.1100.

www.bluemercury.com



May 12, Wednesday, 6-9pm Coming Up Roses Business Networking Event, May 12

Is your business blooming the way you would like it to? Don't miss the Westfield Area Chamber of Commerce's next big networking event at Williams Nursery, 524 Springfield Ave., Westfield, on Wednesday, May 12 from 6-9pm. Enjoy the fresh air, wonderful smell of flowers, and stroll through the beautiful gardens. Advanced online registration is required at www.westfieldareachamber.com. Chamber Member registration fee: \$10. Future Member Registration fee: \$15. Call 908.233.3021 email: morenberg@westfieldareachamber.com.

May 16, Sunday

The Westfield Recreation Department's Annual Road Race

Westfield's 5K Run & 1-Mile Family Fun Run will be held on Sunday, May 16, 2010 in Tamaques Park, Westfield. The 5K Race Course is fast & flat and will wind through the scenic side streets of Westfield beginning and ending in Tamaques Park. Proceeds to benefit drug & alcohol-free programs for Westfield resident teens. The 1-Mile Fun Run begins at 9:00am and the 5K Race begins at 9:30am. Race day registration begins at 8:00am. Online registration & printable registration forms are available at www.RaceForum.com/Westfield. Contact the Recreation Department at 908.789.4080 for additional information or by email: recreation@westfieldnj.gov.



May 22, Saturday

Eileen Fisher Benefit for MS

New arrivals and a good cause - 10% of proceeds will benefit the New Jersey Metro Chapter of the National Multiple Sclerosis Society, Saturday, May 22. Refreshments will be served. 9 Elm Street, 908.233.7133. www.eileenfisher.com

June 5, Saturday

The 2010 Tour of Notable Homes

The Friends of Westfield Symphony Orchestra proudly present The 2010 Tour Of NOTABLE HOMES. The tour features five outstanding local residences, basket raffle, plant sale, rug raffle, musical interlude and refreshments, Tibetan decorative home accents, Door prizes. Saturday, June 5, 10am - 3pm. Tickets: \$30 in advance





bath junkie

This year give mom custom bath and body products made just by you, with a scent blend and color that she will love. Plus Oprah's Favorite Robe by Kashwre is there. Handmade soaps and special promotions make great additions to any gift, just in time for Mother's Day. 221 North Ave. E., 908.264.8633, www.bathjunkie.com

Knit-a-Bit

Great gifts for the knitting and crochet mom. Gift certificates are also available. Come and make Knit-a-Bit your Mother's Day destination. 66 Elm Street, Suite #2, 908.301.0053 www.knit-a-bit.com

The Town Book Store

Moms and grads love books! The Town Book Store is setting up a table with a great selection of gift ideas that are appropriate to give to all the important women in your life. From sentimental books to just great reads, they have something for everyone on your list. May also begins the season of graduations. Books are a perfect keepsake for these milestone occasions and can perfectly express your

(\$35 at door). Call 908.232.9400. www.westfieldsymphony.org



June 6, Sunday, 2:00 pm Westfield School of Dance End of Year Performance at Wilkin's Theater, Kean University

The Westfield School of Dance, Westfield's premiere dance studio, is set to present Chasing Degas, its annual end of the year performance

at Wilkin's theater at Kean University. WSOD is also home to Little Star's, dance for special needs, and has donated over \$1600 to Children's Specialized Hospital & Ronald McDonald House. 137 Central Avenue, 2nd Floor, 908.789.3011.

www.thewestfieldschoolofdance.com



Food & Wine

Feast Catering Introduces Sunday Brunch

Starting Mother's Day, May 9th, Feast Catering is introducing an upscale Sunday brunch. Besides the amazing mix of salads and sandwiches, Feast Catering will offer great brunch items such as eggs benedict with grilled asparagus and fresh fruit, brioche french toast with fresh berries and a sabayon sauce, make your own omelets with swiss, mozzarella, tomato, scallions, spinach, bacon, potato, and mushrooms served with fried potato and fresh fruit, plus French crepes and more. Outdoor seating is available. Enjoy the Prix Fixe Menu with seating choice at 10:30am or 12:30pm. \$19.95 Per Person + tax & gratuity. Their price Includes 1 entree, coffee or tea (for cappuccino add \$1.50), a slice Of home made loaf cake, plus orange juice (you can bring the Champagne) or tomato juice (for the Bloody Mary lovers, bring the vodka!) 27 Elm St., 908.654.0045. www.feastcateringwestfield.com

Mother's Day at 16 Prospect Wine Bar & Bistro

16 Prospect will be serving on Mother's Day from noon to 8:30pm. Pianist Joe Regan will entertain in the bar from 6:30-9:30pm. Call for reservations. 16 Prospect St., 908.232.7320.

congratulations, pride and hopes for your graduate.
270 E. Broad St., 908.233.3535
or visit
www.townbookstore.com

J Winthrop & Co.

Annual Spring Sale & Vera Bradley Trunk Show, Sat May 1st - Sat May 8th. Save 20-50% storewide, just in time for Mother's Day & graduation.
233 North Ave E., 908.232.8199.

Banana Republic

From May 6 - 9th, customers will earn one \$25 Shopcard on their purchase of \$75 or more (limit 3 per customer). Also, on May 18th, "Escape in Linen" at an exclusive After 5 shopping event inspired by the Summer 2 collection. They are celebrating the arrival of the Summer 2 collection by offering customers 25% off their purchase of \$100 or more beginning at 5pm. 137 Central Ave., 908.301.1553.
www.bananarepublic.com

Golden Bee

Just in time for prom, Golden Bee Antiques is taking 20% off all evening bags and costume jewelry to help you keep down the cost of dressing up for the prom. Sale extends thru June 15, 2010. 141A E. Broad St., 908.654.6824.

Satsang Yoga Studio

Spring class card sale: Dive Deeper with 3 months of unlimited yoga for only \$300. This card will be available for purchase only from May 1st to May 31st. Cannot be combined with any other offer, extended, shared or transferred. Current class card can be put on hold during the use of this card. Limit one per person. Stop by the studio, call or purchase the card online.
307 South Avenue W.,

www.16prospect.com

Mother's Day, College Graduations, and Bridal Showers at Ana Beall's Tea Room

Ana Beall's is excited to share all these occasions with their Westfield neighbors. While they celebrate, they also want to take the time to share a little with those who are facing serious challenges in their lives. They are pleased to donate 10% of their revenue from dinner on the evening of Saturday, May 15th, to The Paul Jackson Fund, a local charity of last resort for individuals with long-term illness or disability, serving men, women, and children. For more information about the Fund, visit their website at www.pauljacksonfund.org. Please call for reservations. 415 Westfield Ave., 908.264.4221.
www.anabeallstearoom.com

Catering Menus from Robert Treat

Robert Treat Delicatessen has catering menus for Mother's Day, communions, graduations and all your upcoming events. They also have waitresses available so you can enjoy your party! 113 Quimby St., 908.232.0925.
www.roberttreatdeli.com

Gift Baskets from Ahrrre's Coffee Roastery

Ahrrre's coffees, teas, chocolates and gift baskets make a very thoughtful gift. From now until May 10th, all online orders will receive 15% off -- as long as you remember to enter the magic word (mommy) in the Customer Code Box on the checkout page of their website. Just go to www.ahrre.com and place your order. You will make someone very happy! (Perhaps even YOU!) 104 Elm St., 908.232.7977.

\$5 off at Rita's Italian Ice

Get \$5.00 off a 2 1/2 gallon party bucket of ice that will serve 30 people. Just mention this offer in Westfield Today. 107 Quimby Street, 908.928.9280. www.ritasofwestfield.com

Strawberry Cheesecake Ice Cream Cake at Cold Stone Creamery

For Mother's Day, try the Strawberry Cheesecake Ice Cream Cake made with their new super premium ice cream flavor Strawberry Cheesecake Ice Cream, with strawberries, graham cracker pie crust and a whipped topping. Order your sweet Mother's Day cake today. 163 E. Broad St., 908.518.0044.
www.coldstonecreamery.com

"Five for \$5" Happy Hour at Rockn' Joe

Five dollars will go a long way at Rockn' Joe. The Coffeehouse and Bistro is running its "Five for \$5" happy hour promotion every Monday through Friday, between the hours of 3 pm - 5 pm. Choose from five sandwich varieties, and enjoy a sandwich, side salad and drink all for five dollars. Stop by to see their \$5 menu selections and don't forget to do a shot for \$.99 - a shot of espresso that is. 20 Prospect St., 908.232.1660.
www.rocknjo.net

908.789.7203.

www.satsangyogastudio.com

Evalyn Dunn's Gallery

Evalyn Dunn's has been having a huge success with their 'Stimulus Wall'. Everyone loves a savings. Each week art items of all kinds are drastically reduced for one week only. If not purchased, the prices will revert back to regular price the following week. It's a great way to celebrate Mother's Day, Graduations and Father's Day. They also specialize in framing diplomas and offer lamination plaques. Stop in and see their samples. 549 South Avenue West, 908.232.0412.

www.evalyndunnsgallery.com

Burnett Plastic Surgery, PC

Treat Mom to one of their OBAGI Medical Skincare Systems. OBAGI cream products offer daily regiments to cleanse, tone, even discoloration, exfoliate, promote skin regeneration and protect the skin from UVA/UVB. All products 20% off until May 31st. Gift certificates available. Call 908.233.0200 for assistance. 189 Elm Street.

www.contourdoc.com



Flowers For Mom

To send flowers on Mother's Day, contact one of these fine downtown Westfield



Good Weather and Great Bargains Helped Ring the Registers During Sidewalk Sales

Downtown Westfield was a happening place last weekend with magnificent weather, good bargains and busy restaurants during the first Sidewalk Sale of 2010.

Sole, The Farmhouse Store, Randal's Shoes, Scott's Shoes, Rhain Accessories, Bittersweet Designs, Melinda Lane, Castle Bootery, Anais, Roman Boutique, American Shoe Repair & Luggage and many others lined the streets with boxes, tables and racks of merchandise. Shoppers snagged deals as our merchants made room for new inventory.

Thank you to all the shoppers who came out to enjoy the sales. Our local shops and vibrant downtown are one of our most valuable town assets. While you've heard the "Shop Local" message before, remember that when you contribute to the strength of our local stores (as opposed to going to the mall), you strengthen the vitality of our town. And when you do that, you help sustain the value of our properties and schools as well. How many Westfield residents moved here because of the great schools, vibrant downtown, desirable housing, safe neighborhood and proximity to NYC? We appreciate you doing your part to keep the downtown vibrant by spending your dollars here.

Mark your calendar for the next Sidewalk Sale, scheduled for July 15-18.

Photo courtesy of Sonata Photo Arts.

florists:

The Flower Zone, 103 Prospect St., 908-654-8837.
www.theflowerzone.net

The Green Room, 21 Elm St., 908.518.0400.
www.greenroomflorist.com

Meeker's Florists, 427 South Ave. W., 908.232.8740.
www.meekersfloristnj.com



Grand Openings

Sonata Photo Arts

A boutique photography studio specializing in children's photos as well as commercial work has opened at 231 North Ave., Suite 2, 908.228.2817.
www.sonataphotoarts.com

Inspire

A new crafts and gifts store has opened at 431 South Ave. W., 908.232.2330.

Splash

A new upscale European women's clothing boutique has opened at 15 E. Broad St., next to G.O. Keller's Cleaners and near Five Guys. 908.228.2381.

Madeline Moss

A stylish home furnishings and accessories store with seasonal displays will



Be Part of Westfield in Bloom

The Town of Westfield is gearing up for the second annual "America in Bloom" competition. Co-leading the efforts are the Downtown Westfield Corporation (DWC) and Williams Nursery. Working together, their focus is the 2010 America in Bloom award.

Nationwide, Westfield is among 28 towns to compete this year. Westfield has the distinction of being the only town in the state of New Jersey to participate in the 2009 and 2010 competitions.

Volunteer and participate by submitting stories and photos of your Westfield residence or businesses. Let us know about your outdoor beautification efforts. Contact Sherry Cronin at the DWC or Dave Williams at Williams Nursery at info@westfieldinbloom.com. For more information, visit www.westfieldtoday.com. To inquire about the national program, contact America in Bloom at 614.487.1117 or visit www.americainbloom.org.



open this month at 258 E. Broad St. (next to Windmill, formerly Pumpkin & Petunias). The studio will offer elegant furniture, lamps, art and more! 908.228.2284.

Turning Point Restaurant, serving breakfast, brunch and lunch will be opening at 137 Central Ave. in summer 2010. 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 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

Pre-Registration Only for the 5K

The 9th annual Downtown Westfield 5K & Pizza Extravaganza will be held on July 21, 2010 with a start time of 7pm. This year for the first time, the race will be pre-registration only by July 17. All on-line registrations close at midnight on July 17, and all mailed entries must be postmarked by July 15. T-shirts and d-tag pick up can be picked up as early as 5pm on race day.

This event, which is one of the largest non-corporate 5K races in the state, attracted over 2,500 runners and over 6,000 spectators last year for an evening of running, pizza, prizes, and entertainment. According to Sherry Cronin, Executive Director of Downtown Westfield Corporation, "The event has become well known as the 'pizza run' and is a great way to showcase the business community and surrounding neighborhoods. Given the popularity of the event, we decided to make it pre-registration only this year. Last year, almost a third of the runners registered on the night of the event making it challenging to register everyone and start the event on time. Mark Zenobia of On Your Mark Productions does a great job in directing the event and has recommended pre-registration only and introducing new ChronoTrack d-tag scoring."

Register online at www.PracticeHard.com. Register by mail by completing a race application. [Click here to download a pdf of the race application](#). T-shirts will be provided to the first 2,000 entrants. Embroidered caps will be provided to the first 600 entrants.

To find out more about the Downtown Westfield 5K & Pizza Extravaganza and sponsorship opportunities, visit www.westfieldtoday.com



Memorial Day Parade

This year's Memorial Day parade will be held on Monday, May 31 at 9:30am. It is the only parade held in Town and pays tribute to the men and women who gave their lives fighting for our freedom. Many people march in the parade and many people watch the parade.

The ceremony starts at 9am at the tall World War Monument at the circle (North Ave. and E. Broad St.). The parade begins after the ceremony at 9:30am, marching up E. Broad St. to Fairview Cemetery. Marchers should assemble at the Lord & Taylor parking lot at 8:15am.

and services.

Businesses and organizations in town who may want to participate in the parade should contact Stan Cuba, Parade Committee Member at 908.233.2767.

Quick Links

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