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FOR IMMEDIATE RELEASE

FLORENCE MAIN STREET LAUNCHES DOWNTOWN CHOCOLATE CRAWL
Presented by Florence Main Street

Downtown Florence boutiques, salons, and other businesses are turning into Chocolate Shops.

Main Street wants to get you in the mood for Valentine's Day by hosting our first Downtown Chocolate Crawl on Saturday, February 7th from 10am until 2pm. Everyone is invited to purchase a \$5 ticket at Main Street's tent in front of Mefford Jewelers (102 North Court Street), then follow the balloons to participating downtown businesses, where they can enjoy a variety of free chocolate samples (while supplies last) and take advantage of a 10% OFF discount at each location. Only ticket holders can sample the variety of chocolate and take advantage of the special discount. Tickets can be purchased online at www.florencemainstreet.org or at the Main Street office, 301 North Pine Street. There are a limited number of tickets available, so early purchases are encouraged.

"The beginning of the year can be a very slow sales time for our downtown Florence businesses. The Chocolate Crawl is a fun way to get folks downtown for sweet deals and to treat them to chocolate samples of all kinds. This is a great opportunity to check out our unique stores, their winter styles, end of season sales, and maybe some new Spring fashion collections," said Teryl Shields, Executive Director of Florence Main Street.

The crawl begins at 10am. We ask for all ticket holders to meet Main Street staff at our tent to be given a map, the discount ticket, and to put their name in the door prize bowl. Once you have visited all businesses, we ask for you to turn in your vote for the best chocolate item of the day by 2pm. The event includes door prizes of \$25 Downtown Dollars that can be redeemed at participating stores. Downtown Dollars spend just like cash.

"Don't spill the news to the kiddos though. Children got to visit our merchants during the Fall Fun Fest for candy, costume contest, and much more. Now it is time for the adults and older teens to treat themselves to a day of shopping and chocolate," said Christina Dorough, Event Coordinator for Main Street.

Anyone participating in the Downtown Chocolate Crawl is encouraged to park at the public parking garage at the corner of Tennessee Street and Pine Street.

The participating businesses are Cherry Tree Lane, Coat's Clothing Company, Coco's Boutique, Creative Jewelers, Earthside, Imagine That, Inga's Lashes and More, Jewell's Accessories Boutique, Le Vintage Soul, Mefford Jewelers, Merry Blu Boutique, Nicole Nicole Clothing and Design, Stained Glass Artistry,

Surprise Store, The Carriage on Court, The Coiffure at 108, the end. Theatre, The Wine Seller, TRU Identity, Unraveled Yarn & Gifts, Ye Ole General Store, and more.

Florence Main Street, a non-profit 501(c)3 organization dedicated of working with business owners, community leaders, and residents toward the common goal of revitalizing Downtown Florence culturally and economically. For more information about us or any of these efforts, please contact Florence Main Street at 256-760-9648 or info@florencemainstreet.org

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