



uptownlexington

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For Immediate Release

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Uptown Lexington, Inc. Announces Arrival of 2010 Christmas Ornament

Lexington, NC – Uptown Lexington, Inc. is pleased to announce the arrival of the 2010 Uptown Lexington collectible Christmas ornament in select businesses in the uptown district. The 2010 ornament is the 14th ornament since the program began in 1995.



The image on the dated 2010 ornament is a painting by Archdale artist, Tom Shelar of “Deck the Hogs”, Uptown Lexington, Inc.’s three caroling pigs from the *Pigs in the City* public art project which can be found during the holiday season in uptown Lexington’s square.

“We are excited to once again bring something different to our ornament series,” said Michael Holshouser, President of the Uptown Lexington, Inc. Board of Directors. “Like the previous ornaments, the 2010 ornament is brass. It also continues the 2009 addition of color and a 3-D effect to the ornament. We hope everyone will be as excited about this new design as Uptown Lexington is.”

Uptown Lexington’s ornament program began in 1995 as a way to raise funds for new Christmas decorations for the uptown area. “Even today, ornament sales fund the purchase and installation of lights for the trees along Main Street from late November through early January,” said Holshouser.

“Uptown Lexington, Inc. is especially appreciative to Tom and Andrea Hall of Gallery Hall, said Jo Ellen Edwards, Executive Director of Uptown Lexington. “Tom and Andrea asked Tom Shelar to do a painting of ‘Deck the Hogs’ and liked the painting so much, they purchased it! With their permission, “Deck the Hogs” has a new life as our 2010 ornament.” Prints of the painting “The Three Tenors” can be purchased at Gallery Hall.

Ornaments are \$20.00 each and come in a gift box with an informational insert about the artist and ornament. Collectors can begin purchasing their ornaments during the August 6th Summer Stroll at these uptown businesses: All About Education (15 West Second Avenue), Army Navy Store (14 North Main Street), Gallery Hall (106 South Main Street), Lanier Hardware (218 South Main Street), Pandora’s Books (23 West Second Avenue), and The Olde Homestead (114 South Main Street). Credit and debit card orders can be placed by calling 336-249-0383 or dropping by Uptown Lexington’s office (220 North Main Street). “We will also mail ornaments to your friends and relatives for you,” said Edwards. Shipping costs are \$4.00 per ornament.

“Only 300 ornaments were ordered, so we encourage ornament collectors not to wait to purchase their ornaments,” said Edwards. “The 2009 ornament was sold out by early December!”

“If someone is a new collector, several ornaments from previous years are still available and are on sale in our office,” said Edwards. Those are the 2009 ornament featuring Santa in a carriage in front of the Old Courthouse, the former Post Office/Arts United building on South Main Street, the 175th Anniversary logo of Lexington, the former Railroad Depot Building, the three Caroling Pigs, the old Fire Station on West First Street, the E. C. Smith Civic Center on South Main, and the former

Lexington Senior High School Building which was located where the current Post Office is today. The 2009 ornament is \$15 and the others have been reduced to \$12.00 each.

“Thanks to collectors and everyone who purchases ornaments for themselves or gifts, Uptown Lexington is able to continue to light uptown for the holidays,” said Edwards.

For more information contact Uptown Lexington, Inc. at uptownlex@lexcominc.net or call 336-249-0383.

Special notes: Ornament photograph is above and attached.

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