

For Immediate Release

Lexington Retailers Invite Area Shoppers to Start (and Finish) Their Holiday Shopping Early

-- Events Encourage Area Consumers to Visit Lexington, MA for Their Holiday Shopping --

Lexington, MA (November 6, 2014) Retailers from historic Lexington are kicking off a campaign called "Let the Holidays Begin Here" focused on helping consumers get their holiday shopping done early so they can enjoy the season more with their friends and family. The stores are offering a series of events, including several new ones, designed to welcome families for special activities, help shoppers complete their holiday gift buying early this year and to encourage local dining.

"Holiday shopping doesn't have to be last-minute," said Lexington Retailers Association spokesperson, Eric Michelson of Michelson's Shoes. "If you have a plan in place, you can be more effective, save money, and spend more time enjoying the season. We also hope shoppers will support local merchants and discover all the many wonderful gift options available in our town."

The first 2014 holiday shopping event in Lexington is an invitation to join participating merchants for a special "Start Your Shopping Early" weekend November 13-15, 2014. Get more information at ShopLexingtonFirst.com.

Other events include:

- Holiday Tree Lighting – Friday 11/28 6 PM
- Small Business Saturday - 11/29
- Holiday Shopping and Open House – Friday 12/5 5 PM
- Girls' Night Out with Midnight Madness – Monday 12/8 5 PM

Starting holiday shopping early means consumers have access to the best selection. Shopping local means they can get personal assistance from experienced professional retailers, whose knowledge can get them through their gift list quicker. Shopping in Lexington offers easy parking, access to a wide variety of gift venues, services and restaurants and the opportunity to support local merchants. Also, gift cards or certificates, available from individual retailers, can be enjoyed long after the holiday.

This year the retailers will be sharing shopping tips, event information and special offers via social media. There is a new ShopLexingtonFirst.com website, a [Shop Lexington FaceBook page](#) and they will be tweeting from [@ShopLexingtonMA](#). Share your Start Early-Finish Early tips with the Shop Lexington MA social media team. Help spread the word by using the #ShopLexingtonMA social media hashtag, and connecting with Shop Lexington MA on Facebook and Twitter. Visit these great businesses in historic Lexington, Massachusetts.

A Pocketful of Posies – Gifts and personal luxuries
Blue - A Complete Hair Salon
Catch a Falling Star – Toys
Crafty Yankee – Artisan jewelry and gifts
Empow Studios – Creative classes in tech
Fancy Flea -- Antiques and fine jewelry
Michelson's Shoes – Shoes and boots for the family
Haven—Hip sophisticated interior and accessories
Lexington Historical Society – Historical tours
Stephanie Louis Salon – Full-service hair salon

Rancatore's Ice Cream and Yogurt
Hair Cuttery
Orange Leaf – Frozen yogurt
Il Casale – Italian restaurant, Lexington
Inn at Hastings Park/Artistry on the Green
Ixtapa – Mexican restaurant
Petra – Clothing for women
Pinot's Palette – Fun painting parties
Wilson Farms – A year-round farm stand
Yangtze River – Chinese restaurant

The Lexington Retailer Association is a volunteer organization with the goal of promoting retail business activity for all Lexington merchants by sponsoring community oriented events. The LRA's highly popular programs include Discovery Day, the Halloween Business Trick or Treat, Holiday Shopping events, and the Holiday Lighting.

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