

SOMERVILLE DISTRICT MANAGEMENT CORPORATION

A Main Street New Jersey Community

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Outdoor sales, restaurant tastings, live music and demonstrations will be featured at Downtown Somerville's Sampler Day on Saturday, September 20, 2008

*Somerville Sampler Day kicks-off downtown's first Restaurant Week,
Saturday, September 20 – Saturday, September 27, 2008*

Somerville, NJ – Downtown Somerville's stores and restaurants will be featuring outdoor sales, special deals, free appraisals, give-aways, demonstrations, live music, and restaurant and wine tastings throughout the downtown on Saturday, September 20 from 11 a.m. until 7 p.m., inviting visitors to come and "sample" all that Somerville has to offer. The event is rain or shine.

The Sampler Day was created in 2005 as a way to showcase the unique stores and restaurants of Downtown Somerville and to give visitors a chance to meet the owners, who are very knowledgeable about their businesses. The event is a partnership between Somerville's downtown business owners and the Somerville District Management Corporation.

This year's Sampler Day will include over twenty live outdoor musical performances from noon – 9 p.m. along Main Street with a mixture of classic rock, pop, blue grass, country, jazz, rhythm and blues, and classical music.

This year will again feature an expanded "Antiques & More," with part of Division Street closed to vehicle traffic so more antique and collectible items for sale, along with other special events, can be featured. Along Division Street there will also be free antique appraisals, a seminar on how to sell private and estate collections, a vintage fashion show, music, tie-dye for children, sample psychic readings and free swing dance lessons on the street by Indigo Ballroom. Division Street features Somerville Center Antique's Downtown and Vanities stores, Antiques Emporium with 50 dealers in its 4,000 square foot center, Incogneeto vintage clothing and jewelry, along with Torpedo's Touch of Glass stained glass studio, Louise Louise decorative painting studio, Indigo Ballroom and Personalized Paraphernalia.

Sampler Day will include two local authors discussing their recent books. Robin Gaby Fisher, Somerville resident and author of nationally acclaimed new book, "After the Fire: A True Story of Friendship and Survival," will be discussing and signing her book in front of United Reformed Church, 100 West Main Street, noon – 1:00 pm. Somerville historian and columnist Jessie Havens, will discuss and sign her new book "Remembering Somerville," Scampi's Restaurant, (198 W. Main St.), Main dining room, 1:30 pm. Both books will be available for purchase.

(more)

New this year, the “East Main Village” or East Main Street will be participating in Somerville Sampler Day. The Pianosmith, 136 E. Main Street, will have live music at 11:00 am, 2:00 p.m., and 5:00 p.m. along with two programs, “ Anatomy of a Piano” at 12:30 p.m. and “Tuning a Piano” at 3:30 p.m. Da Filippo’s Ristorante Italiano (132 E. Main St.) will be offering assorted Italian delights from 2:00 – 4:00 p.m. for \$2. Next Level Salon will be demonstrating hair cutting at their salon 137 East Main Street and Sparkle Janitorial Supplies (108 E. Main St.) will be holding a raffle for a vacuum.

Restaurant tastings will be offered by the following restaurants (see schedule for times and pricing): Alfonso’s Family Trattoria, Bank 34, Cedars Restaurant, da Filippo’s Ristorante Italiano, Discover Wine, Dunkin’ Donuts, Gabriela’s Authentic Portuguese Cuisine, Main Street Bistro, Mannion’s Pub & Restaurant, Miami Café & Bakery, Path Liquors, Scampi’s Seafood Restaurant, Splash of Thai, The Melting Pot, The Venetian Grille, What’s In The Ice Box? and Verve Restaurant. All tastings are offered on a first-come, first-served basis.

Sidewalk and in-store sales will be offered throughout stores on Main Street, as well as seminars, product demonstrations, information, door prizes, give-aways and more.

Sampler Day kicks-off Downtown Somerville’s first Restaurant Week which begins the Saturday evening of Sampler Day and runs through Saturday, September 27. Participating restaurants represent the great diversity of fine cuisine found in Somerville including American, Italian, Pan Asian, Fondue, Irish, Lebanese, Mexican, Portuguese, Thai, Seafood, and Japanese. Fifteen restaurants will be offering prix fixe three-course dinners for \$25 and/or \$35. Participating restaurants include Verve Restaurant (\$35), Bank 34 (\$25), The Melting Pot (\$35), Mannion’s Pub & Restaurant (\$25), Alfonso’s Family Trattoria (\$25), da Filippo’s Ristorante Italiano (\$35), Main Street Bistro (\$35 & \$25), Venetian Grille (\$35), Cedars Restaurant (\$25), El Chaparro (\$25), Gabriela’s Authentic Portuguese Cuisine (\$25), Wasabi Asian Plates and Sushi Bar (\$25 & \$35), Scampi’s Seafood Restaurant (\$35 & \$25), Origin French Thai (\$35), and Splash of Thai (\$35). Reservations are strongly suggested during Restaurant Week.

Visitors can end their day in Somerville at Indigo Ballroom (17 Division Street) which is hosting Summerswing Orchestra, John Nobile’s 17-piece live swing band, 8:30 p.m. – 12:30 a.m. Cost is \$15 per person which includes one hour swing dance workshop beginning at 8:30 p.m. and a light buffet.

There is ample free parking for visitors on Main Street and in the convenient municipal lots. The event is rain or shine. For additional information, visit www.findsomerville.com.

Schedule of Events

Time	Event
11:00 am – Noon	“How Every Room Should Tell A Story,” seminar by Andrew Limone, IDS, National President, International Design Society, Lloyd’s Furniture (130 W. Main St.)
11:00 am – 11:30 am	Jazz Quartet, The Pianosmith (136 E. Main St.)
11:00 am – 2:00 pm	Free antique appraisals, Somerville Center Antiques, under tent on Division Street by Certified Appraisers Doug Reeder and Douglas De Freitas.

Noon – 1:00 pm	Meet the Author, Robin Gaby Fisher, Somerville resident and author of nationally acclaimed new book, “After the Fire: A True Story of Friendship and Survival,” in front of United Reformed Church, 100 W. Main St.
12:30 – 1:00 pm	“The Anatomy of a Piano,” seminar by The Pianosmith (136 E. Main St.)
1:00 – 2:00 pm	Wine Tasting, Path Liquors (79 W. Main St.), free
1:00 – 8:00 pm	Wine Tasting, Discover Wine (66 West Main Street), choice of five wines, (\$2 each)
1:30 – 2:30 pm	Meet the Author, Somerville historian and columnist Jessie Havens, will discuss and sign her new book “Remembering Somerville,” Scampi’s Restaurant, (198 W. Main St.), Main dining room. Books will be available for purchase.
2:00 – 3:00 pm	“How Every Room Should Tell A Story,” seminar by Andrew Limone, IDS, National President, International Design Society, Lloyd’s Furniture (130 W. Main St.)
2:00 – 2:30 pm	Michael Sheelar, 7 th grade piano phenom, The Pianosmith (136 E. Main St.)
2:00 – 3:00 pm	“Liquidating your antiques/collectibles – How to sell estate & private collections,” seminar by Somerville Center Antiques, under tent on Division Street
2:00 – 3:00 pm	Restaurant Tastings (please note all tastings are on a first-come, first-served basis) <ul style="list-style-type: none"> • Alfonso’s Family Trattoria (99 W. Main St.): Penne Polpetini & Ragu, free • Bank 34 Restaurant (34 Division St.): Assorted Appetizers (\$2) • The Melting Pot (190 W. Main St.): Fondue Samples (\$1)
2:00 – 4:00 pm	Byer’s Choice Ltd. Carolers 1-Day Sale, The Back Door (91 W. Main St.)
2:00 – 4:00 pm	Restaurant Tastings (please note all tastings are on a first-come, first-served basis) <ul style="list-style-type: none"> • Cedars Restaurant (45 W. Main. St.): Hummus, Baba Ghanoj, Falafel, Tabboule, Grape leaves (\$2) • da Filippo’s Ristorante Italiano (132 E. Main St.): Assorted Italian Delights (\$2) • Dunkin’ Donuts (19 W. Main St.): Sampling Munchkins, free • Mannion’s Pub & Restaurant (150 W. Main St.): Shepherd’s Pie and Irish Soda Bread, free • Miami Café & Bakery (6 W. Main St.): Pastry Tastings, free
2:00 – 4:00 pm	Free appraisals at Antiques Emporium (29 Division Street)
2:00 – 7:00 pm	What’s in the Ice Box? (54 W. Main St.), Ice Cream samples, free

3:00 – 4:30 pm	Indigo Ballroom (17 Division St.) Free Swing Dance Lessons & Demonstration, 3:00 pm, 3:45 pm, and 4:30 pm
3:00 – 4:00 pm	<p>Restaurant Tastings (please note all tastings are on a first-come, first-served basis)</p> <ul style="list-style-type: none"> • Main Street Bistro (18 W. Main St.): Homemade Ravioli & Pistachio Pork Tenderloin (\$1) • Gabriela’s Authentic Portuguese Cuisine (42 W. Main St.): Portuguese Appetizers, free • Scampi’s Seafood Restaurant (198 W. Main St.): 100% Jumbo Lump Crab Cakes, \$2 • Splash of Thai (24 E. Main St.): Pad Thai with Chicken (\$2) • Verve Restaurant (18 E. Main St.): Marinated Flank Steak & Seasonal Mousse, free • Venetian Grille (128 W. Main St.): Penne Margherita (subject to change), free
3:30 – 4:30 pm	Demonstration by Ken Smith: Tuning a Piano, The Pianosmith (136 E. Main St.)
5:00 pm – 5:30 pm	Musical performance by local musicians, The Pianosmith (136 E. Main St.)
8:30 pm – 12:30 am	Summerswing Orchestra, John Nobile’s 17-piece live swing band, Indigo Ballroom (17 Division St.), \$15 per person includes one hour swing dance workshop, 8:30 – 9:30 pm and light buffet
Throughout The Day	<p>Somerville School of Music (9 W. Main St.) Performances by students & teacher, 11:00 am - 5:00 pm</p> <p>Zumba, Belly Dancing & Capoeira (Brazilian Martial Arts) demonstrations by Xtreme Fusion Fitness (13 N. Doughty Ave. – located in front of Verizon, 170 W. Main St., for today’s event), every hour on the hour</p>

Demonstrations & Information

- Downtown at Somerville Center Antiques (15 Division St.): Liquidating your antiques/collectibles – How to sell estate & private collections (under tent on Division Street) 2:00 – 3:00 pm
- Indigo Ballroom (17 Division St.) Free Swing Dance Lessons, 3:00 pm, 3:45 pm, 4:30 pm
- Lloyd’s Furniture (130 W. Main St.): “How Every Room Should Tell A Story,” seminar by Andrew Limone, IDS, National President, International Design Society
- Psychic Reader & Advisor (13 Division St.): Sample readings
- Next Level Hair Studio (137 E. Main St.): Hair cutting demonstrations
- Somerville School of Music (9 W. Main St.): Performance by students & teacher, 11 am – 5 pm
- The Pianosmith (136 E. Main St.): Seminar: The Anatomy of a Piano, (12:30) Tuning demonstration, (3:30) Live piano entertainment, 11:00, 2:00, 5:00 (weather permitting – inside if raining)
- Uptown at Somerville Center Antiques (34 W. Main St.): Free appraisals under tent on Division Street 11:00 am – 2:00 pm

- US Armed Forces (41 W. Main St.): Rockwall climbing
- Vanities at Somerville Center Antiques (17 Division St.) Vintage fashion show under tent on Division Street
- Beneath It All (72 W. Main St.): Bra fittings
- Volunteers of America Agape House (128 East Main St.): (located in front of Verizon, 170 W. Main St., for today's event): Information on community-based assistance for people in need
- Zumba, Belly Dancing & Capoeira (Brazilian Martial Arts) demonstrations by Xtreme Fusion Fitness (13 N. Doughty Ave. – located in front of Verizon, 170 W. Main St., for today's event), every hour on the hour

Give-aways & drawings:

- Aerus Electrolux (96 W. Main St.): Free FreshEra lightweight vacuum (\$600 value) to the first 2 customers who purchase a Guardian Vacuum, and Free Legacy Room Purifier (\$400 value) to the first 2 customers who purchase a Guardian Home Air Purification System
- Antiques Emporium (29 Division St.): 2009 pocket calendar, \$25 Gift Certificate (Drawing at 4 pm)
- Commerce Bank (50 W. Main St.): Giveaways
- Design Studio of Somerville (67 W. Main St.): Tom's Homemade chocolate chip cookies
- H&R Block (50 Division St.): Free brochures, pens, pads
- Incogneeto (6 Division St.): Free appraisals on vintage jewelry & clothing
- Margo's Hair Design (15 S. Bridge St.): Samples
- Paul Sanford Jewelers (92 W. Main St.): Free inspections and cleanings, gift certificates, free raffle drawing at 5 pm
- Personalized Paraphernalia (22 Division St.): Free t-shirt & tie-dye instruction for kids 12 & under, under tent, 11 am – 3 pm (while supplies last)
- Next Level Hair Studio (137 E. Main St.): Discount coupons
- PNC Bank (34 E. Main St.): PNC clips and other items
- Rose Wireless (75 W. Main St.): Cell phone accessories
- Shanahan's Stationery and Office Equipment (28 W. Main St.): Free back-to-school items
- Sparkle Janitorial Supplies (108 E. Main St.): Raffle for vacuum
- Team Capital Bank (62 W. Main St.): Various items
- The Big Little Railroad Shop (63 W. Main St.): Slot car & train demonstration
- The Hungry Hound (94 W. Main St.): Free special treat to all attending dogs
- The Pianosmith (136 E. Main St.): Free raffle drawing for gift certificate
- Volunteers of America Agape House (128 East Main St. - (located in front of Verizon 170 W. Main St., for today's event): Free drawing for sports memorabilia
- Xtreme Fusion Fitness (13 N. Doughty Ave. – located in front of Verizon 170 W. Main St., for today's event): T-shirts, bracelets & water bottle giveaways (while supplies last)
- Zanita Gems & Jewelry (58 W. Main St.): Free drawing for sapphire & silver bracelet – all day, winner will be chosen at 7 PM

Sidewalk & Special Sales

- Aerus Electrolux (96 W. Main St.): 10% off all HVAC filters, bags & allergen products (10 am-6 pm)
- Alpine by Design & Alpine Flooring (57 W. Main St.) Free appraisals & discount coupons on all flooring products
- Antiques Emporium (29 Division St.): Sidewalk sale
- Beneath It All (72 W. Main St.): In-store sales

- Crazy Deals (70 W. Main St.): Sidewalk sale
- Crystal Palace (65 W. Main St.): Sidewalk sale
- Design Studio of Somerville (67 W. Main St.): Sidewalk sale
- Discover Wine (66 W. Main St.): Choice of five wines for tasting, 1 – 8 pm (\$2)
- Downtown at Somerville Center Antiques (15 Division St.): Fall clearance sale, save up to 70%
- Elysium Antiques (25 W. Main St.): Sidewalk sale
- The Hungry Hound (94 W. Main St.): Sidewalk sale
- Incogneeto (6 Division St.): Sidewalk sale
- King of Wireless – Verizon Wireless (14 E. Main St.): Sidewalk sale
- Leon Meyer Jewelers (80 W. Main St.): 40% storewide sale - noon-4 pm only
- Lloyd’s Furniture (130 W. Main St.) and Lloyd’s French Shop (14 Davenport St.): Floor sample sales
- Next Level Hair Studio (137 E. Main St.): Sidewalk sale
- Paul Sanford Jewelers (92 W. Main St.): Champagne and Chocolate Designer Jewelry sale, sidewalk sale
- Personalized Paraphernalia (22 Division St.): Sidewalk sale
- Price Wise (8 W. Main St.): Sidewalk sale
- Psychic Reader & Advisor (13 Division St.): Sidewalk sale
- Redelico’s Paint & Decorating (118 W. Main St.): Sidewalk sale, \$5 gallons of paint
- Rose Wireless (75 W. Main St.): Sidewalk sale
- Shanahan’s Stationery and Office Equipment (28 W. Main St.): Sidewalk sale
- Sparkle Janitorial Supplies (108 E. Main St.): Sidewalk sale
- Tessuto Fine Italian Menswear (33 W. Main St.): 50% sidewalk sale
- The Back Door (91 W. Main St.) Christmas in September clearance sale, plus in store sales on Byers Choice Carolers 1-4 PM, sidewalk sale
- The Big Little Railroad Shop (63 W. Main St.): Sidewalk sale
- The Hungry Hound (94 W. Main St.): Sidewalk sale
- Uptown at Somerville Center Antiques (34 W. Main St.): Fall clearance sale, savings up to 50%, sidewalk sale
- US Armed Forces (41 W. Main St.): Sidewalk sale
- Vanities at Somerville Center Antiques (17 Division St.): Fall clearance sale, savings up to 50%
- What’s in the Ice Box? The Sequel (9-11 W. Main St.): Sidewalk sale
- Wishes And Dreams (56 W. Main St.): Sidewalk sale
- Xpress Gear (86 W. Main St.) : Sidewalk sale
- Zanita Gems & Jewelry (58 W. Main St.): Sidewalk sale
- Louise Louise (30 Division St.) (#38): Sidewalk sale
- Torpedo’s Touch of Glass (30 Division St.): Sidewalk sale