

*For Immediate Release*  
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### *Hickory's Community Celebration*

## Viewmont Event Promises Wide Variety of Activities

(HICKORY, NC, September 16, 2011) – Put on your comfortable shoes and hit the streets of Hickory's Viewmont Community on Saturday, September 24, at the 2<sup>nd</sup> annual **Viewmont Street Strut**.

A wide array of activities is planned that day by participating area. In addition to special storewide sales at various shops and stores, you'll be able to experience live entertainment, food, classic cars, giveaways, pet adoptions, and a motorcycle swap meet. Local artists, painters, and sculptors will be on hand throughout the Viewmont neighborhood demonstrating their creations. Games and contests for all ages will be available, as well.

The 2<sup>nd</sup> annual **Viewmont Street Strut** is an all day celebration, designed to showcase the diverse nature of the Viewmont community. It allows neighbors to gather and sample the wide assortment of restaurants, businesses and shops that are right in their own back yard. It will also feature many extremely talented artists and musicians who live and work in the area.

This year's gala follows last year's highly successful debut, which attracted people from numerous counties. The event will begin with a kick-off celebration with **Blues Legend Pop Ferguson** on Friday night, September 23, on the patio at **Café Gouda**.

Then, on Saturday, everything kicks into high gear – from belly dancing to Zumba, from chicken pottery to making your own Raku pottery, from free massage to free smoothies, from classic cars to custom bikes, from classic all American food to Margarita specials, from live drumming to Elvis live – there will be something exciting happening at every turn.

One thing that makes the Viewmont Street Strut so unique is the way that the area businesses are joining together to create a truly exciting experience for customers. Bruce Bumbarger, at Office Furniture/USA, is holding a raffle for new office seating, and a sales receipt from a Viewmont merchant dated September 23<sup>rd</sup> or 24<sup>th</sup>, 2011 will be needed to enter the raffle. "We want to encourage people to come into our store, as well as visiting other stores in this area" Bumbarger commented.

Participating merchants **Café Gouda, Hickory Tavern, Lisa's Hallmark and Wildbirds Unlimited** at the **Belle Hollow Shopping Center** are hosting a live radio broadcast by KICKS-103.3 with "Cooter the Prize Cow" on hand to greet everyone. As well, they are joining together to host the Catawba County Humane Society with "Adopt A Pet Day" in the shopping center parking lot.

Just down the road in the **Westpoint Shopping Center**, street strutters will be able to experience an "All American Fest". Participating businesses **Deborah's Gracious Gifts, Gail's Hops and Grapes, Healing For Life, Hen & Chicken Papers**, and **The Edmund Center** are offering classic American food, games music, and giveaways, including free flags to all guests.

Here is a sampling of the activities scheduled for that day:

**Ace Hardware** – Visit Store for Details

**Adrienne's** - Specials to Celebrate our 33rd Anniversary

**Backstreets Bar & Grill** – Visit Store for Details

**Benjamin's & Libba's** – Visit Store for Details

**Bistro 127** – All Day Specials; Musician Jodie Lee Saturday Night

**Bumblebee Interiors** - Tammy Leigh Brooks, Local Potter, as seen on "Carolina Camera"; 20% off Storewide; Free Gift with Purchase

**Café Gouda** - Friday Night Kickoff - Pop Ferguson on the Patio; Local Artists; Make Your own Raku Pottery; Belly Dancing at 12:30; Free Beer Tasting from 3– 5

**Carolina Bagel Bakery Café** - Cupcake Happy Hour from 3 – 6 50¢ Icing Shots; Balloon Crowns for the Kids

**Deborah's Gracious Gifts** - Classic All American Fest with Food, Games, Prizes, Music, Discounts & Giveaways

**Double Duece Cycles** - 20% off sale; BBQ Pit open 12– 6; Games for Cash & Prizes; Service Specials; Custom Bikes; Motorcycle Swap Meet /Yard Sale

**England Brother's Detailing** - Games and Prizes, Giveaways and Specials

**Ever A Woman Boutique** - Joined by Kriegsman Furs, Sassy Queen Jewelry, Motives (Cosmetics and Isotonics Vitamins) & Salmagundi Furniture Design

**FastSigns** – Visit Store for Details

**First Citizens Bank** - Open House on Friday, Sept. 23 from 11- 2

**Frankie Bruno Salon** – Visit Store for Details

**Gail's Hops & Grapes** - Free Wine Tasting from 12 – 4

**Generations Aesthetics** -Drawings for Giveaways

**Healing for Life** – Visit Store for Details

**Hen & Chicken Papers** – Visit Store for Details

**Hickory Tavern** – Visit Store for Details

**Jewelry Exchange** – Visit Store for Details

**Kelly & Co.** – Visit Store for Details

**Lazy Dog Saloon** – Visit Store for Details

**Lisa's Hallmark** - Remodeling Sale; Hosting "Adopt a Pet Day" - Catawba County Humane Society

**McDonald's** - Ronald McDonald & The Big Red Shoe

**Need A Tan?** - Drawing for Free Tans, Lotion Samples; Free Shakes & Smoothies Samples

**Office Furniture/USA** - Additional 10% of all Sale/Clearance Prices; All Pictures & Accessories 50-80% off; Office Seating Raffle

**Pampered** -Free Paraffin Hand Dips, Color Consults, Chair Massages, Snacks & More!

**Razzberries** - Anniversary Trunk Shows Celebration; Guest Artists; Door Prizes & Storewide Sales

**Residence Partners** – Visit Store for Details

**Richard Anthony Hair** - 20% off Gift Certificates; Contest to win a Makeover; Raffles for Hair Merchandise, Feather Extensions; Join the Lady Tatas in the Susan G. Komen Foothills Race for a Cure; Belly Dancers at 11:30; Clater Kaye Theaterworks at 1:30

**Rita's Italian Ice** - Buy 1 - Get 1 Free Regular or Large Gelati's

**Salsarita's Fresh Cantina** - Hickory Girls Fitness Zumba, Balloons, Margarita Specials & More

**SunQuest** - Info on Solar Water Heating, Spa Care, Radiant Floor Heating Design; Sales on Used & New Spas, Solar Equipment, & Radiant Floor Heating Kits

**The Edmund Center** - Free Chair Massage

**Unique World Gifts** - Discount Tent Sale; Drumming from 1 – 2; Refreshments & Door Prizes

**Viewmont Auto Sales** – Visit Store for Details

**Viewmont Service Center** - BBQ by Ragin' Rodney; Classic Car Show and Entertainment by Elvis

**Warehouse 2120** - Over 30 Local Artists on Site; Live Music by the Harris Brothers; Games, Prizes and Giveaways - Trophies, Trophies, Trophies!

**Weight Watchers** – Visit Store for Details

**Wild Birds Unlimited** - Artist Vickie Franks; Hosting "Adopt a Pet Day" - Catawba County Humane Society

**Wyke's Cleaners** - 20% off Dry Cleaning Orders of \$10 or More

**Youssef 242** - Live Music Saturday Evening; 3 for \$30 Dinner Special (appetizer, salad, & entrée); Reservations Suggested

For more information, visit any of the above participating businesses for a listing of events and map to each location.

Visit [www.viewmontstreetstrut.com](http://www.viewmontstreetstrut.com) or find Viewmont Street Strut on Facebook

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