

Kathleen and Brigid Holms, Co-Managers
131 Lamplighter Lane
Fairfield, CT 06825

Dear Fellow Dealers/Vendors,

Although many of you know us, we are back in Pound Ridge again, this time as show managers of the 24th Antiques and Farmers/Bakers Holiday Outdoor Markets. We are very excited about our co-management of these well-loved and eagerly anticipated annual events. To those who are just joining us, we welcome you and look forward to including you in these holiday activities.

Beyond the interesting, diversified, and fairly-priced antiques, farmers will offer fresh produce and be sited once again in front of Joan Silbersher's shop. The aromas of baked goods and other "goodies" will also fill the area. By popular demand, Joan S. will graciously "hostess" the BBQ in front of her shop.

Additionally, we have:

- printed 1,000 4 ½" x 5 ½" red, white, and blue cards advertising the show which will be placed at shows and shops throughout Westchester and Fairfield counties,
- ordered 20 plus professionally made directional signs which will be placed throughout the area,
- ordered 11" x 14" signs which will also be placed in Pound Ridge shops and other venues in the area as well as on our vehicles which move throughout these areas,
- already placed announcements of these shows in the annual calendars of *Antiques and the Arts Weekly (The Newtown Bee)*, *New England Antiques Journal*, and *The Journal of Antiques and Collectibles* which have been printed and distributed,
- will advertise in Westchester and Fairfield county newspapers to include consortiums in these areas,
- personally visited antiques shows, shops, and markets in these areas, inviting other dealers/vendors to join us and will continue to do so prior to "our" markets, and
- personally called dealers/vendors who have participated in the show in the past.

Finally, we have enclosed the market application for 2014 as well as a "Hold Harmless Agreement" which must also be completed and returned to us as soon as possible. Remember, receipt of the former after May 3, 2014, incurs the late registration fee.

Hoping to see you in Pound Ridge for these events,

Kathleen and Brigid Holms
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