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## Press Release

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### GET TO KNOW YOUR LOCAL BUSINESS OWNERS IN A NEW BLACK & WHITE AD CAMPAIGN PROMOTING “START YOUR SHOPPING IN LAKE FOREST”

A new City-sponsored, black & white ad campaign launching this holiday season tells the story about locally-owned businesses. Did you know Lake Forest has eight businesses over 100 years old? There are over 25 shops that have been locally owned for over 25 years and over sixty percent (60%) of all Lake Forest businesses have been in the community for over 10 years.



#### **“A family business for active families.”**

We are Jay, Aric and Lee Shilfka, owners of Kiddles Sports, your hometown stop for all of your athletic needs. Since 1968, we are proud to serve as the community’s go-to shop for everything sports related. We are ready to help you with all of your sports needs, from new bike sales and bicycle repair to outfitting you with the finest footwear, uniforms, apparel and equipment.

**Jay, Aric & Lee**

Get to know your local retailer this holiday season! For over 150 years, local businesses have been supporting the community through donations, raffle items, charity events and many other programs. Local stores have been giving back to the community and the campaign urges

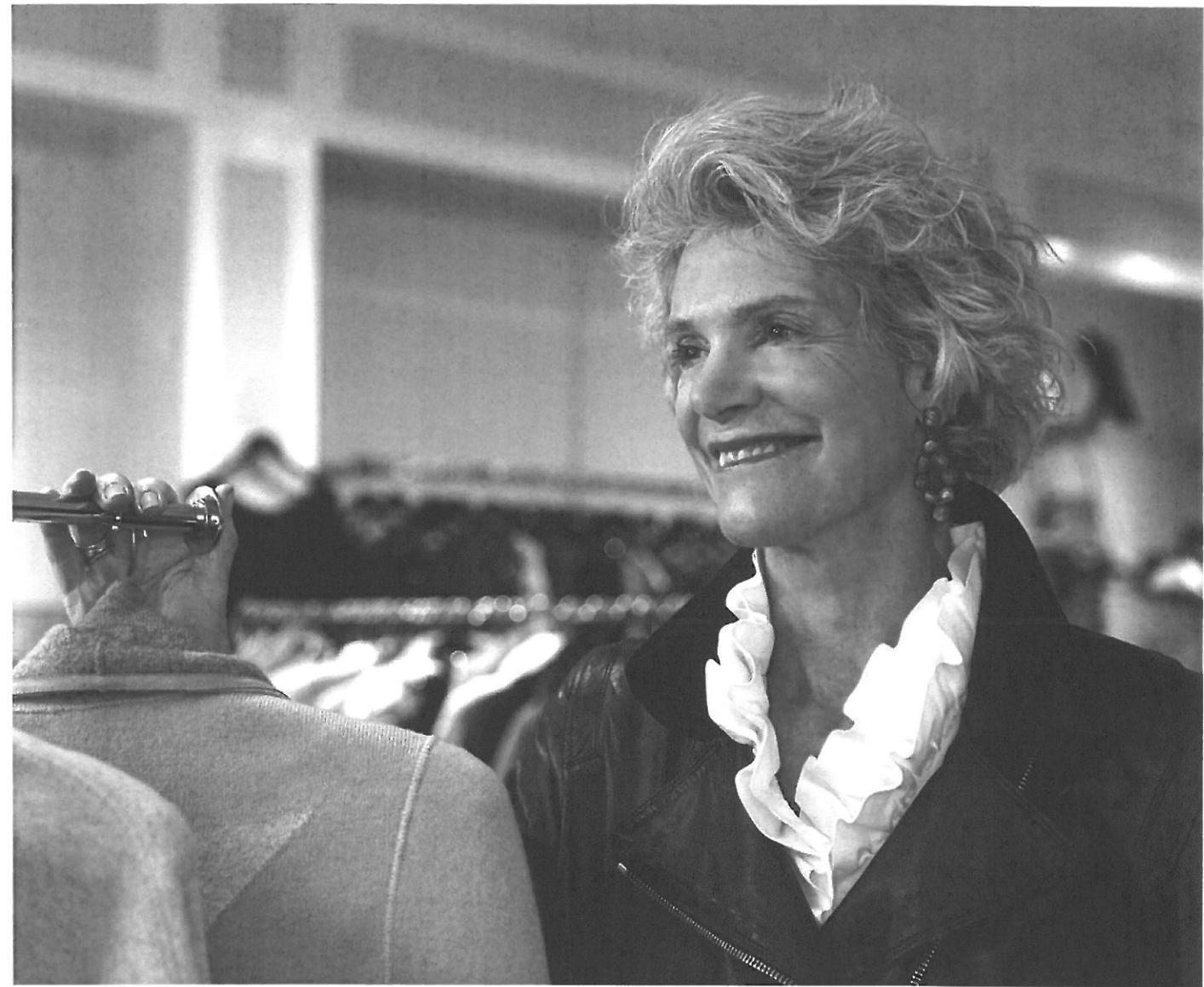
residents to support the people that support them and their non-profit organizations or school teams. Meet local business owners, like Ellen Stirling with the Lake Forest Shop. “So often I hear my customers say, ‘I should have started in Lake Forest.’ Whether they are looking for the extraordinary dress, perfect casual separates and accessories, or the unique gift for the woman on your list, almost every week I hear, ‘I should have started here first.’”

Beautiful portraits of store owners in their store are being taken by local photographer Kerri Sherman of Bloom & Focus. The ads will be debut in the winter issue of the City’s Dialogue newsletter. Preview the ad campaign posted on the City’s Facebook page. Businesses interested in joining the campaign should contact the City of Lake Forest at

[KelseyS@cityoflakeforest.com](mailto:KelseyS@cityoflakeforest.com).



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## **“I SHOULD HAVE STARTED IN LAKE FOREST!”**

So often I hear that. Whether you are looking for the extraordinary special dress, perfect casual separates and accessories, or the unique gift for the woman on your list, almost every week I hear, “I should have started here first!”

Thank you! I’m Ellen Stirling, owner of The Lake Forest Shop, a community fixture since 1922. My grandmother started the business in 1922 and it is a privilege to play a part in continuing that legacy. The Lake Forest Shop is here for you – to give you the very best in every way!

[www.LakeForestShop.com](http://www.LakeForestShop.com)

*Ellen*



## **"I found it at the Forest Bootery!"**

Since 1949 The Forest Bootery has carried the very best selection in footwear & accessories for the entire family. Having the reputation of having what you are looking for and items you didn't know you needed has been their family moto.

"We cannot see great product without wanting it for our customers. If we are on the fence on an item we have to name 3 customers that would like the product to pass the test, Love you Miss Ann, Mrs. "D"& Carol" says owner Cara Garrison. Second generation owners Cara & Cristina Garrison have continued to evolve their legacy expanding into Outerwear & Clothing . There newest adventure has been the opening of their LAKE & CO Storefront in Market Square showcasing their love for the Outdoor "Lake" lifestyle.

"My father always taught us to take a risk and our selection reflects this. We pick the best of the best and find unique items we know our customers will love." says owner Cristina Garrison It's no surprise that you will find it at the Forest Bootery.

*Christina & Cara*



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**Jay, Aric & Lee**