

LAKES REGION HOLIDAY SHOPPING GUIDE

# SHOP LOCAL. SHOP SMART DOWNTOWN LACONIA

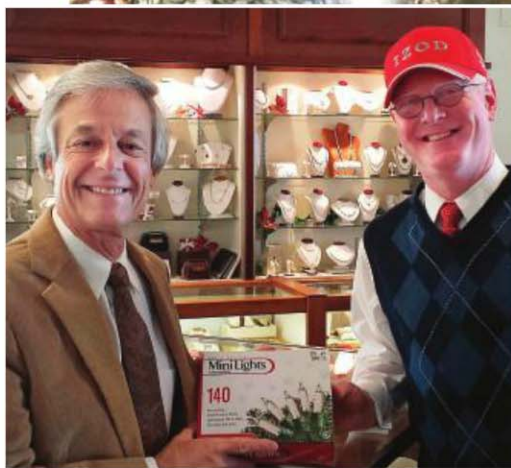
## Nighttime sparkle in downtown trees

**T**ake a drive up Main Street in downtown Laconia after dark and you can't help feeling your spirits getting brighter when you see the trees lining Main Street, Canal Street and Pleasant Street sparkling with 42,600 white lights. This doesn't just happen; Robert Sawyer, of Sawyers Jewelry in downtown Laconia, generously sponsored the purchase of the lights for all of the downtown trees. Referencing RM Piper, Inc's sponsorship of the holiday parade this year, Sawyer hopes that other residents will learn how much of a difference one person's caring can make for everyone. "I was inspired to get involved as a result of others' generosity", said Sawyer, "and I'm hopeful that people from all over Laconia will see that they, too, can make a difference in our community".

All the local merchants as well as everyone who lives in or works near or visits downtown benefit from Sawyer's generosity. "Downtown is the only neighborhood that belongs to the entire city" John Moriarty, president of the Downtown Laconia Main Street Initiative adds. "If you think of downtown as the city's living room, then these decorations evoke the



Photos Courtesy of Melissa McCarthy



same familiar, nostalgic essence that I remember from my childhood of trimming the fireplace mantel with holly and lights".



"The lights are put up every year with the help of many volunteers, both from Metro Cast Communications and the Downtown Laconia Initiative, but the cost of the lights has been assumed by

the Downtown Laconia Initiative in prior years", expressed Melissa McCarthy, the Main Street's people person, "Robert's unprecedented donation is a gift to the whole community"

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