

For Immediate Release
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Lafayette, LA: River Ranch Business Association Announces Holiday Event Lineup

The River Ranch Business Association has announced several events to be held in celebration of the 2010 Holiday Season.

[Taste of the Town](#)- In conjunction with the [American Heart Association](#), the Association will hold its 3rd biannual Taste of the Town on Thursday, December 2, 2010 from 6:00PM to 8:30PM. Attendees will stroll the picturesque streets of River Ranch and enjoy tastes of Acadiana's best Fine Dining Establishments. All proceeds benefit the American Heart Association. Tickets are \$35 in advance and \$40 at the event and can be purchased from the Heart Association or at various River Ranch Businesses.

[Christmas Carnival](#)- In conjunction with [Hearts of Hope \(formerly Stuller Place\)](#) the businesses will host a Christmas Carnival for the children of our community. Families are encouraged to come out and enjoy music, and holiday activities. The Carnival will be held in conjunction with the Lights of Hope Initiative. Hearts of Hope is a non-profit agency whose aim is to reduce the trauma experienced by child and adult victims of sexual abuse and sexual assault.

[Toys for Tots](#)- Various businesses in River Ranch will serve as drop off locations for the Marine Toys for Tots Foundation. The mission of the U.S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to needy children in the Acadiana community.

The Village of River Ranch lies to the south of the Vermilion River in the heart of southern Louisiana in the city of Lafayette, Louisiana. It is home to over 2,553 persons, and over 2,000 go to River Ranch to work and play every day.

Vibrant businesses link the community together and are arranged to allow for people to visit on broad sidewalks and to meet all of their needs conveniently. A mix of retail, dining, and professional services all within walking distance is a return to the traditional concept of Main Street in America. Boutique mixes with larger retail chain stores to meet the needs of today's consumer in a traditional environment. Designed by award-winning architect Steve Oubre, The Village of River Ranch is representative of the New Urbanism movement as well as the rich heritage and culture of Louisiana.

The Village of River Ranch in Lafayette has become one of the most prominent shopping, dining and working areas in South Louisiana. A Mix of retail, dining and professional services all within walking distance is a return to the traditional concept of Main Street America.

The majority of the shops are locally owned and carry some of the most unique merchandise in the area. Whether you are looking for top quality women's apparel and accessories in a variety of styles, home furnishings, bath and body products or supplies for your next outdoor adventure, you will find them in River Ranch.

When you need a break from shopping, visit one of our many restaurants. Grab a quick bite, a yummy snack or enjoy a complete fine dining experience. Sit outside and take in the lovely view of our community.

The River Ranch Business Association was founded in 2009 by a group of business owners who saw the benefit in working together on events and initiatives. Building on the sense of community already established throughout the neighborhood, the business owners sought to organize.

Since its founding, the association has held many successful events such as the bi-annual Taste of the Town, a children's expo and Fashion Night Out. These successful events have not only been enjoyed by the Acadiana and Lafayette communities, but have also allowed the association to give back to such worthy causes as The American Heart Association, and the Children's Shelters of Acadiana Youth, Inc.

Current members of the River Ranch Business Association include:

Allergy & Immunology

Another Broken Egg

Bath Haus

Belle Amie

Romacelli

Carraba's

Cena

City Club at River Ranch

Coquette

Hemline

Herringstone's

Iberia Bank

Juju's Boutique

Knottinghill

LA Specs

Lamp Designs

Mathnasium

Morgan Keegan & Company

Nouriche Medspa

Onebane Law Firm

Paul's Jewelry

Remedies

River Ranch Realty

[Shoe La La](#)

[Soho Salon](#)

[State Farm Insurance](#)

[Steve Sullivan Law](#)

[Sweet Melissa](#)

[Subway/ Zeus](#)

[Tap Room](#)

[Tenzie & CO](#)

[THDL Accounting](#)

[The Backpacker](#)

[Tropical Smoothie Cafe](#)

[Van Eaton & Romero](#)

[Vertigo Clothing](#)

[Village Café](#)

[Whitney National Bank](#)

[Zoe's Kitchen](#)