



October 27, 2015 –

Downtown Frederick, Maryland –

Join Downtown Frederick Partnership in celebrating the grand opening of The Squirrels Nest at 119 E Patrick Street. The Squirrels Nest is a new boutique that offers distinctive kitchen and home wares. The store is opening just in time for the holiday gift buying season! The Squirrels Nest and the Partnership invite you to join them on Thursday, November 5 from 5:00-6:00 pm, where they will kick-off the store's grand opening with commemoration from local officials and community organizations, followed by a ribbon cutting at 5:30. The store's grand opening will take place the following day, Friday, November 6 from 11 am- 9 pm.

Owner Stephany East invites friends, neighbors, community members, local organizations and representatives from the Frederick City and County governments to join in this special event. Before embarking on this new venture, East, a resident of Frederick, had retired from a career in the paper industry. She decided to open The Squirrels Nest because she spent lots of time shopping in Downtown Frederick and always found herself wishing for a nice kitchen and homewares store. She saw an opportunity for a great business and, drawing on her years of marketing experience, she thought "I'll do it!"

East loves the charm of Frederick's downtown shops and she thinks that one of the best ways to spend an afternoon is walking up and down the streets and discovering what the different stores have to offer. In getting ready for the opening, Stephany says everyone downtown has been really friendly and supportive and she can really feel the sense of community.

When asked about how and why she chose the space that she did, East commented "The timing to open up before Christmas was perfect, plus I have a thing for old buildings." She also said that she thinks the location is central to Downtown Frederick's activity, she expects lots of foot traffic. Since leasing the space, East has made some improvements that really make the place feel homey—it invites you to go on a shopping spree for your own home!

"I hope people will enjoy wandering through The Squirrels Nest, and I'm confident visitors will find something distinctive for their home or a perfect gift for a discerning friend," East comments on the shopping experience she wants for her customers.

Kara Norman, Executive Director of the Partnership says, "Welcome to the merchant community Stephany. Downtown Frederick is a lovely place to work and your experience and exquisite taste will prove to be a tremendous asset to your business. We wish you many years of success."

Downtown Frederick Partnership works to enhance, promote and preserve the vitality and economic viability of Downtown Frederick by implementing the national Main Street Program for the benefit of Frederick businesses, residents and visitors.

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