

So this is Christmas ... in July, downtown businesses team up for unseasonal promotion



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BY JON O'CONNELL, STAFF WRITER / PUBLISHED: JULY 20, 2019

Stop. Don't say it! It's the middle of summer!

Christmas.

For a group of downtown Scranton business owners, it's not a taboo word.

They're dusting off their holiday decor five months early for Scranton Tomorrow's fifth annual Christmas in July.

Scranton Tomorrow, downtown's community and economic development organization, is recruiting local businesses to offer promotions that run from Thursday, July 25, through Sunday, July 28.

"We provide the platform," said Scranton Tomorrow's Liz Baldi, who coordinates the event. "Then we give them the freedom to make it their own."

Bars and restaurants typically roll out holiday menus and serve up seasonal drinks they've kept on ice since December.

Shops will decorate for Christmas and offer daily deals. They'll announce specifics on their individual Facebook pages, and on Scranton Tomorrow's page.

Tammy's Stained Glass Treasures, a 3-year-old stained and fused glass studio and shop on Adams Avenue, is joining the premature holiday revelry for the first time this year.

Owner Tammy Pilger will have a sidewalk sale all weekend with 20% off Christmas decor and other daily specials, including discounts on classes, a free \$5 gift certificate with the purchase of a \$25 gift certificate on Friday, and 20% off all gift shop sales on Sunday.

"It spreads the word for everybody, plus it's free advertising, so that's fabulous," Pilger said.

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100 Years Ago - Shoplifting syndicate busted by Scranton Police

July 19, 1919 Shoplifting syndicate busted Two observant police detectives helped bust a shoplifting syndicate that has been operating in Scranton, Wilkes-Barre and New York City. Scranton Detective Capt. Sylvanus Savitts and Detective John Cartusciello w (read more)



A legacy at the Dietrich plans to retire

Margie Young has been with the Dietrich Theater through it all. When she moved to the Tunkhannock area from Illinois about 20 years ago, an initiative to reopen the Dietrich was just in its beginnings. While Young had connections to Tunkhannock through su (read more)



Heat can't keep faithful from attending Novena to St. Ann

At only 16 months old, David Magagna has already attended two Solemn Novenas to St. Ann — a tradition his mother hopes he'll carry on as he grows up. With his mom, Bonnie Magagna of Old Forge, at his side, the toddler scampered through the grass outside S (read more)

17 people seek temporary

Peculiar Slurp on Penn Avenue is bringing out a classic holiday dish a la "A Christmas Story."

"We're planning to do a half a roasted Peking duck over steamed rice," co-owner Miranda Philbin said. She'll also have drink specials and other dinner features to be announced on the Peculiar Slurp Facebook page, she said.

This is also Peculiar's first year joining Christmas in July. The noodle shop, which serves up fresh, unique dishes with strong East Asia influences, had only been open a few months when it rolled around last year. Miranda Philbin and her husband, Gene, only started working with Scranton Tomorrow earlier this year.

"They've been great to work with, and what they do for the local businesses is just fantastic," she said.

Downtown businesses have until July 25, day one of the promotion, to sign up with Scranton Tomorrow.

Contact Victoria Pennington at scranton2morrow@gmail.com for information.

"The businesses downtown, they're not competing," Baldi said. "They want to see everybody succeed. If one succeeds they all succeed."

Contact the writer:

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@jon_oc on Twitter

Participating Scranton businesses

Backyard Ale House, 523 Linden St.

The Beauty Mark Boutique, 546 Spruce St.

Duffy Accessories, 218 Linden St.

Electric City Escape, 507 Linden St.

New Laundry, 127 N. Washington Ave.

Peculiar Slurp, 307 Penn Ave.

Salon a Go Go, 544 Spruce St.

Tammy's Stained Glass Treasures, 348 Adams Ave.

Veloce, 120 Franklin Ave.

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