



APPRECIATING AND BUILDING COMMUNITY ONE BUSINESS AT A TIME

The 60th Anniversary Celebration of The Barn Family Shoe Store

Small Businesses Come Together To Support and Sustain Each Other's Success.

The Barn Family Shoe Store is proud to sponsor a Community Retail coupon booklet, available at 30 participating stores and businesses throughout Newton starting August 31st, 2008. The Barn has hired SBR – Small Business Results to enlist these businesses to offer promotions in honor of The Barn Family Shoe Store's 60th Anniversary.

60 years ago, Russell Wennbergh sold sneakers out of the trunk of his 1946 Hudson automobile. These sneakers were so popular that he soon outgrew the car and needed to find space to continue this business. He quickly settled into 25 Kempton Place, off Washington Street in West Newton, MA, and it is still in this original location.

In 2008, The Barn Family Shoe Store is celebrating its 60th anniversary and wanted a unique way of saying "thank you" to the generations of loyal customers. The Barn's management realizes that its success is due, in large part, to the community of shoppers who keep coming back and who tell their friends and family about their experiences at The Barn. The Barn also recognizes the importance of small, family owned/operated businesses. The Barn wanted to incorporate this sense of community and extend it to other, similarly successful Newton businesses.

The Barn hired SBR – Small Business Results to develop a promotional vehicle to celebrate this milestone. SBR created and designed a booklet of promotional coupons enlisting over 30 retail stores and businesses throughout the greater Newton Community. The participating stores and businesses expressed immediate appreciation and enthusiasm by contributing a coupon to this booklet.

Included in this coupon booklet, The Barn Family Shoe Store has a raffle ticket for 3 extraordinary items!

We are grateful to the following businesses for participating and coupon booklets are available at each of these locations: Coupon booklets will be available at 30 participating retailers throughout Newton starting August 31st, 2008.

Blue Ribbon BBQ, Boston Sports Club, Boys and Girls Club, Cabot's Ice Cream, SBR – Small Business Results, Newton Needham Chamber, Cookies by Design, Fiorella's, Gym Source, Harris Cyclery, Johnny's Luncheonette, Aranama Eco Studio, Learning Express, Minute Man Press, Party Shop, Pie Bakery & Café, Plaster Fun Time, Shing Yee Restaurant & Rice Valley Restaurant, Swartz Hardware, Sweet Tomatoes, Tartufo, West Newton Pizza and Grill, West Suburban YMCA, The Barn a Family Shoe Store, Brussels Sprouts Kids, Creative Movement and Arts Center, Siagel Productions, New England Book Fair, Games & Gizmos, and Indulge!

The Barn Family Shoe Store is now owned and operated by Wennbergh's daughter, Karen Stives. She and her staff are proud to be a part of this wonderful Newton community and genuinely want to thank everyone for supporting The Barn Family Shoe Store for 60 years.

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