

CONTACT

Bob or Rick Ciccarelli
Tilly & Salvy's Bacon Street Farm
100 Bacon Street
Natick, MA 01760
508/653-4851

FOR IMMEDIATE RELEASE

**TILLY & SALVY'S BACON STREET FARM CELEBRATES
GRAND RE-OPENING WITH FREE FALL FESTIVAL,
PUMPKINS FOR OUR SCHOOLS FUNDRAISER**

NATICK, Massachusetts, October 1, 2001 - A beloved Natick institution since 1938, Tilly & Salvy's Bacon Street Farm is this month holding a Grand Re-Opening Fall Festival to celebrate what's new – and what's old.

Tilly's, as it's known to its many friends, has a freshly expanded shopping area that's spacious, sunlit, and filled with top-quality foods like fresh pasta, out-of-the-ordinary produce, butcher-quality meats, and homemade quality desserts, all gathered from the best local sources.

The Grand Re-Opening will abound with free samples of many of these finds: Breads of the World from Iggy's, Italian delicacies from the North End, bagels from Bread Basket Bakery, and more.

The free celebration, which will be held on October 13th – 14th from 2pm – 5pm at the store at 100 Bacon Street in Natick, will feature cooking classes and gardening demonstrations, free plant re-potting, music, and childrens' activities: pumpkin crafts, a petting zoo and a moonwalk.

A centerpiece of the festival will be the Pumpkins for Our Schools fundraiser: the store will donate the proceeds of each pumpkin sold during the event to the school PTO or PTA of the customer's choice.

The traditional way Tilly's has always run its business will be celebrated at the Grand Opening, too. For 63 years, Tilly's has been a classic corner store, marked by good-humored neighborliness, personal service and absolute dedication to quality.

"We'll always be good old Tilly & Salvy's," promises Rick Ciccarelli, co-owner and co-manager with his uncle, Bob Ciccarelli. "We'll always get to know the people who come in, always have the same family atmosphere. Uncle Bob will always sing show tunes as he trims the lettuce."

"It's old-fashioned, I know," says Bob, "but it's good. And it's something we owe my Mom and Dad, you know, to Tilly and Salvy, to make sure their place stays special. For at least another sixty years."

###