



# The Marketplace Merchant

OCTOBER 2007 ISSUE



## On Your Mark....Get Set....Go!

### The Challenge of the Bluffs Run is Oct 6th

Join us this Saturday for the 2007 Challenge of the Bluffs Run presented by Alton Marketplace and the Alton Beautification & Clean City Committee. For a \$20 entry fee, all participants will receive a long sleeve t-shirt and a goodie bag provided by area vendors. Packet pick-up & registration will begin at 8:00am on race day.

For the first time ever this race will be a USA Track & Field Sanctioned Event! Also, Athletic trainers from Alton Memorial Hospital's Human Motion Institute will be on-hand for Warm-up exercises!

The 5-mile run and 2-mile walk start at 9:00 a.m. in front of the Alton Marketplace office at 100 E. Broad-

way. This beautiful (and hilly!) 5-mile competitive run is up to the top of the Mississippi River bluffs and back. The 2-mile walk is up to Riverview Park and back on the 5-mile course. Water stations are available at the 1-mile and 3-mile markers.

Cross the finish line at Belle & 4<sup>th</sup> St. and enjoy post-race refreshments & the awards ceremony in the garden at Mac's Time Out immediately following the

race. Awards will be given in each age category & for 1st Male & Female overall as well as first master male & female over 40. Timing will be performed by Toolen's Running Start. Join us to run or walk...or just stand along the route to cheer on the runners!

#### Big thanks to our sponsors for this event:

The Telegraph, The AdVantage, Argosy Gaming, Mac's Time-Out, Illinois American Water, WBGZ Radio, Saint Anthony's Health Center, Alton Memorial Hospital, Faccin Chiropractic, Conoco-Phillips, Toolen's Running Start, Meridian Bank, Roberts Ford Chrysler Jeep, Cornerstone Bank, Schwegel's, St. Louis Bread Co., Carrollton Bank, Imo's Pizza, Alton Toyota-Dodge, Langa Resource Group, Edward Jones Investments, Holiday Inn, and Community Counseling Center

Race results will be posted on:

[www.AltonMarketplace.com](http://www.AltonMarketplace.com)

and

[www.RunningStartSports.com](http://www.RunningStartSports.com)

See you at the finish line!



### Downtown Recycles!

The wait is almost over in our quest to provide commercial recycling services to the downtown area!

Our recycle bins have just been delivered by the county, and we are getting the details for the program finalized.

Please come to the lobby of Mineral Springs Mall on Wednesday, October 17th anytime from Noon - 6pm

to collect your recycle bins & get more information on the program. If you are unable to make it on this day but would still like to participate please call 463-1016 to make other arrangements.

Thank you to the Sierra Club for helping us organize this valuable service for the downtown area!

## Director's Note ~

Autumn is upon us & I'd like to thank everyone for a great season of the Farmers' & Artisans' Market—since we have outgrown our current location, we will be moving to a new location as of next season. We are still scouting out a few sites, so keep an eye out for the announcement next spring!

It's hard to believe, but it's already time to start thinking about the Holidays! In addition to the customary Business After Hours at the Hotel Stratford & the traditional Lighting of the Christmas Tree at Lincoln-Douglas Square, Alton Marketplace is also organizing a holiday festival and parade of lights across downtown—all on Friday, November 16th. We will be in touch with all downtown merchants soon to tell you about all of the exciting opportunities & ways that you can get involved!



~ Sara

I'm a great believer in luck, and I find the harder I work the more I have of it.

~ Thomas Jefferson



100 East Broadway  
Alton, IL 62002

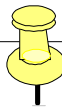
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A community based,  
not-for-profit, volunteer  
organization dedicated to  
securing the economic  
vitality and aesthetic  
quality of the district.



**October 18th is a  
Third Thursday!**

Each participating business will be decorating a chair to raffle, with the proceeds going to the Susan G. Komen Foundation. Last month we raised around \$250 for the Crisis Food Center! *Hope to see you there; please tell your friends!*

***Alton Marketplace Partners—News, Sales & Events!***

**Argosy Casino—**

*The Smithereens—*  
10/5 & 6 – \$10 tickets  
(7pm show each night)

*Aaron Tippin—*  
10/26 & 27 – \$20 tickets  
(7pm show each night)

**Friends of**

**Hayner Library—**

Are having their Fall Book Sale at 327 State St. on  
October 11 6:00 - 8:30 pm  
October 12 9:00am - 7pm  
October 13 9:00am - 3pm  
Call 462-4396 for more info!

**Biker Brother Leather—**

is happy to announce we will be having a 1 year anniversary sale beginning Sat. Sept. 29th through Sun. Oct. 7th. All Jackets, Vests, and Chaps in stock will be discounted 10% . As always any purchase exceeding \$100.00 the buyer will also receive a free Biker Brother tee shirt. Major credit & debit cards accepted and we also offer gift certificates and a 60 day lay-away plan.

**Gentelin's on Broadway**

Was recently voted **Best Toasted Ravioli** in the Riverfront Times "Best of St.Louis Poll" - congratulations to Chef Ryan & thanks for the great press this has generated for downtown Alton!

**The Realm—**

Just in time for Halloween, The Realm presents a Dinner Theater based on a real Salem Witch Trial! Enjoy a delicious meal from **Gelato's Café** and be a part of the story of *The People vs. The Town Witch* at **Mineral Springs Mall** on October 13th and 27th (both shows start at 5:30) Reserve your seats today by calling: 655-9480!

**Crown Vision Center**

Get 40% off a complete pair of eyeglasses when you purchase a complete pair of eyeglasses or a year supply of contact lenses. First pair can be combined with insurance and/or discount plans. For the month of October

only.....purchase transition lenses and get \$20.00 off. Call the store for details 618-462-7611

**Alton Acoustic Arts**

**Alton Stained Glass Works**

**Jacoby Arts Center**

**Mississippi Mud Pottery & Towata Fine Arts Gallery**

will be representing downtown Alton on this year's "ARTEAST" tour on October 13 & 14 from 11am to 5pm. Discover the artists who live & work in Madison County! This event is a Program of the Madison County Arts Council—free & open to the public! Pick up a map for this self guided tour of local art studios & exhibits at the Jacoby Arts Center, or download a map & get more info at:

[www.arteasttour.com](http://www.arteasttour.com)

**Bossanova Lounge—**

Will be the downtown registration site for the **City-Wide Litter Clean Up** on October 20th! Supplies, free donuts & coffee available from 9-12

Remember your favorite downtown merchants when you cast your votes for the Telegraph's **Best of Madison County Poll!**

**Just a few days left to send in your ballots, which can be found in your daily paper!**

**Some suggestions:** Best Gift Shop—A&A's Beads, Best Music Store—Alton Acoustic Arts, Best Ice Cream—Gelato's Cafe, Best Kept Local Secret—The Realm Spiritual Boutique, Best Vision Store—Crown Optical, Best Barber Shop—In-Zone / Wayne Hensley, Best Bar—Spirits Lounge, Best Sports Store—BD Sports, Best Photographer—John Metcalfe Photography, Best Bike Store—Wild Trak Bikes, Best Therapeutic Massage—A Healthy Touch Massage Therapy, Best Atmosphere—BossanOva Lounge, Best Italian—Tony's Restaurant, Best Credit Union—Alton Bell Community Credit Union, Best Desserts—My Just Desserts, Best Book Store—The Second Reading Book Shop, Best Seafood—Coco Bongos, Best Chiropractor—Dr. Bemis / Alton Chiropractic & Neurology, Best Girls' Night Out Place—Mineral Springs Haunted Tours, Best Guys' Night Out Place—Cedar Box, Best Place to Buy Furniture—New Frontiers Home Furnishings, Best New Restaurant—Gentelin's on Broadway, Best Computer Service Place—All/Pro Office Technology, Best Hair Salon—Third Street Hair Co.  
**Don't forget your bank, insurance agency, favorite antique shops & more—fill out your ballot today!**