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For Immediate Release

**PINE BLUFF DOWNTOWN DEVELOPMENT OFFERS  
NEW CHRISTMAS-IN-BLUFF ORNAMENTS**  
*Sales benefit downtown mural program*

Special "Christmas-in-Pine Bluff" ornaments are now available from Pine Bluff Downtown Development and several other Pine Bluff locations, according to Joy Blankenship, executive director of the organization. "We believe this is an idea whose time is come," Blankenship said.

*Available annually*

The ornaments will be available annually during the holiday season. "Every year, a limited number these of solid gold-plated brass ornaments will be struck. A different Pine Bluff landmark, tradition or other venue typifying Pine Bluff will be the subject of the new ornament. Over the years you can build a collection of ornaments that are unique to our town," Blankenship said.

*Full color presentation package*

Ornaments are presented in a heavy full-color card with an envelope for mailing or gift presentation. On the front of the card, is a photograph from the Enchanted Land of Lights and Legends Christmas light display at the Pine Bluff-Jefferson County Regional Park. On the inside is a photo of the Dexter Harding House in full Christmas regalia.

"Name," president of Pine Bluff Downtown Development is enthusiastic about the new ornament series. "Every so often, a new tradition emerges that becomes a memorable and cherished part of the magic holiday spirit. We believe Pine Bluff Downtown Development's unique new series of Christmas ornaments will certainly take its place among these cherished hometown traditions.

*First ornament honors Ramsay*

The Simmons First building at 5<sup>th</sup> and Main, a Pine Bluff landmark, is replicated as the initial ornament for this series. The bank first opened its doors in 1903 and has been in continuous business ever since. Pine Bluff was completed in 1930. A Pine Bluff individual, in honor of the late Louis L. Ramsay, Jr., underwrote costs for the ornament. The donor wishes to remain anonymous. Proceeds of ornament sales benefit and support Pine Bluff Downtown Development's continuing downtown mural program.

*Hometown project*

"We stuck close to home on this project," Blankenship said. "The ornaments are made in Arkansas, the cards were printed by Arkansas Printing and local adman Joe Dempsey provided photos and design services."

Ornaments are available now at Pine Bluff Downtown Development 110 Pine, 536-8742 and these Pine Bluff locations:

Details and images are available at: [www.joedempseycommunications.com/Ornament.html](http://www.joedempseycommunications.com/Ornament.html)

- **The Alliance** 510 Main
- **B&J Jewelers**-Oak Park Village
  - **Burts** 205 Main
  - **Doc's Resale Shop** 224 Main
- **McBee's Honeycomb Salon**-Oak Park Village
- **Memories & More** 2602 Cherry
- **Shepherd Florist** 910 West 29<sup>th</sup>
  - **Simmons First Branches:**
    - Main Office 5th and Main
    - Oak Park 2628 West 28th
  - **Sissy's Log Cabin** Hwy. 79S
  - **Small Florist** 3001 Fir