

FOR IMMEDIATE RELEASE

11/14/08

**CONTACT: Rachael Snedecor, Executive Director of Livermore Downtown Inc.
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**Livermore Downtown Inc. Presents the 3rd Annual Shop Earlier Than The Bird
Shopping Event in Downtown Livermore!**

**Saturday, November 22nd
7AM – 11AM
Downtown Livermore**

Jump out of bed on Saturday, November 22nd and grab your mother, daughter, sister, girlfriend, colleague, grandma, aunt, niece...to get a head start on the Holiday Shopping! Downtown Livermore's gift shops and boutiques will be open and ready to serve you at 7AM with special deals, offers and treats...think coffee, pastries and mimosas! Kick your morning off with a hearty breakfast at one of our excellent restaurants or end your shopping extravaganza with lunch! Pajama attire will be acceptable dining wear.

Rock out with live Music from *The Covergrrlz*, an all-female cover band at the Flagpole Plaza from 10AM – 1PM.

Official Earlier Than The Bird Tote Bag given to those wearing their pajamas*!!! Official Earlier Than The Bird Tote bag sponsored by Livermore Downtown Inc., ultra-spective: photography: music: design, Woopsiedaisy Toy Shop, All About Me Kids Salon and Brown Eyed Girl Beauty and Gifts.

For More Information Contact:
Livermore Downtown Inc.
(925) 373-1795 or www.livermoredowntown.com

* Must be in pajamas to receive giveaway. Sweats and workout clothes are not eligible as pajamas. Children in pajamas will be given crayons and men will receive a coffee mug.

The Following Businesses will be open and ready to serve you at 7:00AM with treats, specials and fun!

**Ultra-spective photography: music: design
2074 Second Street**

8AM: Schedule a session thru Feb. for only \$75 (\$175 savings!)

8AM – 9AM: Purchase a portrait gift certificate for 50% off (save \$150!)

9AM – 10AM: Schedule a portrait session for select dates in December and receive the creation fee complimentary! (a \$250 savings!)

**Woopsiedaisy Toy Shop
154 South J Street**

Woopsiedaisy and All About Me will have free Mimosa's, pastries, and Coffee. Woopsiedaisy will be giving away a free kazoo to anyone in their jammies. Free silly putty with \$25.00 purchase, Free Christmas Gift Wrap, 10% off parties booked for anytime in 2009 in the Woopsiedaisy Party Wagon.

**All About Me Kids Salon
156 South J Street**

Woopsiedaisy and All About Me will have free Mimosa's, pastries, and Coffee. All About Me Kids Salon and Robeks Juice will be hosting a coloring contest and will be giving away free crayons and a coloring page to anyone in their jammies. The winner will receive a free smoothie and a free haircut! All About Me will be offering 40% off all TIGI makeup and gift baskets....Earlier Than the Bird Only!!!

**Brown-Eyed Girl Beauty and Gifts
2074 First Street**

We will be offering a full size Bare Escentuals lip gloss with every purchase of \$45 or more. Additionally, all Bath & Body products will be 20% off and Bare Escentuals Make-up artists will be on hand demonstrating new seasonal colors and looks.

**Candy Bouquet and Live-For-More-Fudget
1744 First Street**

Free Coffee from Panama Red. 20% off all Holiday Bouquets and holiday gift baskets. 10% off all other holiday items. \$1.00 off all Webkinz and Lil Kinz. 50% off all Webkinz accessories. Free Chocolate bar for wearing pajamas!

**Anita's Salon and Scalp Clinic
206 South J Street**

Special Treats and beautiful Holiday Boutique!

**Orghipchick
2145 First Street**

30% Off Storewide Sale.

**OutSideln etc.
2184 First Street**

Hot Christmas Tea, Goody Bag to first 250 adults dressed in their jammies, 10% off for the day, Artist in Residence, Janise Scannel of Bella and Michelle will be demonstrating copper jewelry techniques.

**Cooleykatz Toys
1959 Second Street**

Serving hot apple cider and donut holes, 10% discount on one item if you wear your pajamas and sale on selected items up to 40%.

**Country Morning and Sunni's Pet Boutique
2044 First Street**

Kathy Feltz (Brocade Frog) will be pouring Snickerdoodle Hot Chocolate! Plus, free raffle for 4 \$25.00 gift certificates.

Firehouse Bistro and Books

2369 First Street

Firehouse Bistro and Books will be offering housemade holiday biscotti along with coffee drinks and mimosas. 25% off our new line of Barefoot Books & Gifts. Anyone who makes a purchase between 7 and 11 will be entered into a raffle to win a "chef's table for two".

Main Street Designs

2196 First Street

Spiced Cider, One Free Ornament to each person wearing their pajamas and 15% off all ornaments.

Main Street Designs Christmas Store

2190 First Street

Spiced Cider, One Free Ornament to each person wearing their pajamas and 15% off all ornaments.

UpTown Girls Salon and Boutique

2027 Third Street

15% discount on all purchases and a complimentary French milled soap from France with every purchase. Mimosas and pumpkin bread will be served.

Purse Party by Nicole

2222 Second Street, Suite 1

Vino Cellars & Accessories

2241 First Street

Mimosas and pastries, Free Wine Opener Gift Set to those who make a purchase in their jammies.

Tiffane's, A Cookie and Cupcake Boutique

184 South K Street

Complimentary Hot Chocolate, Sampling of the Cupcake of the month; Peppermint White Chocolate.

Dana's Bridal and Dress Gallery

1987 First Street

Bling Rings, Diamond Ring Key Chains, Buy One Get One Free, \$5 Tote Bags and \$5 be.loved t-shirts, 20% off all shoes and 10% off cocktail dresses.

Valley Furniture

2193 First Street

Will serve hot drinks and have a few specials for the morning and will also provide a registry that can be filled out for gift wishes.

August Tea Room and Jillian's Fine Gifts

1601-B Railroad Avenue

August Tea Room introduces Jillian's Fine Gifts serving scones and tea in the tea room, serving taste of Jillian's gourmet product, a special gift for everyone and a drawing for a gift certificate worth \$100.

Art Glass Studio

101 North Livermore Avenue

\$10 off a beginning stained glass class.

Charlotte's Web

2160 Railroad Avenue

40% off one item for people in their pajamas. Other special offers!

Proctor's

2200 First Street

10% Off Storewide Sale.

art!space gallery
133 South Livermore Avenue

Salon Tivoli
2219 First Street

Mimosas, 40% off Eminence Products, 20% appointments booked that day.

Livermore Valley Florist
224 South J Street

Small holiday ornament and \$10.00 worth of flower bucks to use this holiday season on in-store purchases or local deliveries to people in their jammies! We will be having 35% off on fall in-store merchandise, NOT including fresh flowers or Teleflora keepsakes. Enter a drawing to win a Teleflora Christmas centerpiece.

Where to get a bite to eat...and more!

El Charro Taqueria
2020 First Street

Serving breakfast starting at 9AM. Free mimosa (with purchase of breakfast) to anyone in their jammies!

Zephyr Grill and Bar
1736 First Street

Open Early from 7-11am. Complimentary coffee and pastries. Full service Bar with pajama wearers even get a mimosa! Free appetizer coupons to all that come. Plus autographed Cookbooks are 10% off! Free \$20 Gift Card for every \$100 purchased.

Robek's Juice
2300 First Street, #116

Fresh squeezed orange juice for ladies in their jammies. All About Me Kids Salon and Robeks Juice will be hosting a coloring contest and will be giving away free crayons and a coloring page to anyone in their jammies. The winner will receive a free smoothie and a free haircut!

Demitri's Taverna
2235 First Street

Open For Lunch. Free Dessert with purchase of Entrée to participants in Pajamas.

Riata Diner and Tavern
190 South J Street

Open for breakfast and lunch, mimosas and Bloody Mary's!

Uncle Yu's At the Vineyard
39 South Livermore Avenue

Open for lunch. 15% off of food to those who come for lunch in their jammies!