

PRESS RELEASE

FOR IMMEDIATE RELEASE  
October 24, 2011

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Louisville, KY – The Crescent Hill Trading Company will host a special “SoCo Halloween Hop” sponsored by Brown-Forman’s Southern Comfort this Friday, October, 28<sup>th</sup> from 6 to 10 pm.

The **Crescent Hill Trading Company** will feature ***Southern Comfort Gumbo*** prepared by Crescent Hill’s favorite chef - Finbar Kinsella for a small donation. Several restaurants along the Avenue will host Southern Comfort drink specials, and retailers will showcase **SoCo** displays in their storefront windows. Hoppers can also enjoy free candy and are encouraged to dress in costume!

Other happenings on the block – **Margaret’s Consignment**, located at 2700 Frankfort Avenue will host a costume contest at 7:30 pm and the winner will receive a \$50 gift certificate. Free candy, Lady Gaga impersonators, and chair massages provided by Balance Therapeutic Massage from 6-8:30 pm.

The **Wine Rack** at 2632 Frankfort Avenue will be rocking a Bourbon Street theme, have specialty “SoCo cocktails”, all staff will be in costume and have live music from 6-8:30 pm.

Come enjoy the food, libations, hunt for urban treasures in the store, and have an evening of FUN!

The Crescent Hill Trading Company is located at 2720 Frankfort Avenue – corner of Frankfort Avenue and South Bayly Avenue (behind Carmichael’s bookstore). Phone number is 502-896-6110. Open 7 days a week.

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

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Come see what makes this store as distinctive and memorable as the neighborhood that bears its name.

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