



DISCOVER HAVERFORD

Press release: Discover Haverford Announces Winners of Holiday Decorating Contest (968 words)

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Discover Haverford announces the winners of its 2024 Holiday Decorating Contest. First and second place awards are made in each of seven categories plus a Best in Show award. The contest, now in its 13th year, is one of many programs run by Discover Haverford to strengthen the business districts and enhance community life in Haverford Township through special events, shop local campaigns and beautification projects.

The category of BEST IN SHOW recognizes a display that stands out as the singularly best display of all. This year that award goes to **Plants Roots Local/The Bookery** at 19 Brookline Boulevard in the Brookline business area. Contest judge, Chris Kelly, explains why Plant Roots Local/The Bookery was awarded this special recognition.

"Plant Roots continues their winning streak with a charming bedroom scene, complete with moss covered bedding and a live tree. The window and adjoining new Bookery hit all the right notes for a Best in Show award: good use of lighting, vivid holiday colors and patterns that draw the eye throughout, a one-of-a-kind theme that flows visibly into the shop through the scene. What woodland creature lives here? Stop in and create your own plant environment."

In the MOST BEAUTIFUL WINDOW category the first-place winner is **Novita Boutique** at 24 Brookline Boulevard with its stunning arrangement of clothing, color, lighting and decor. Second place is St. Jude Shop at 21 Brookline Boulevard. Contest judge and local artist, Rudy Miller, describes this display. *"The St. Jude Shop's four windows are decorated simply, yet effectively, in all white, with just the right touch of greenery. The white lights, white communion dresses and the word JOY and the manger scene, both in white, make a lovely statement and certainly convey the warmth and hopeful message of Christmas time."*

In the MOST CREATIVE WINDOW category the winner is **In-the-Fringe** at 1306 Edgewood Road in the Edgewood business district. Judge Rudy Miller notes: *"This year, In the Fringe got creative by cleverly fashioning a Christmas tree of fabric cushions. Their window effectively uses lighting, fabric and fun to both market their business and create a lovely window display."* The second-place winner in this

category is **Lighthouse Commercial Insurance** at 2118 Darby Road in the Oakmont South business district with its clever integration of winter images and their business symbol.

The **Westgate Pub** at 1019 West Chester Pike is awarded first place in the MOST BEAUTIFUL FAÇADE category. Judge and local artist, Rudy Miller describes her impression of their display. *"We were happy to award The Westgate Pub the Most Beautiful Facade. They really pulled out all the stops, creating a lush and lavish holiday display with enormous curb appeal. The lights, greenery and overall beautiful decor is festive, tasteful and very inviting.* Second place is **Brick & Brew** at 31 E. Eagle Road in the Oakmont Village business district with its extensive, tasteful use of lighting that beautifully supplements its eye-catching interior.

In the MOST ENTERTAINING THEME category the first-place winner is **House Cup Coffee** at 2116 Darby Road. Second place is **Danielle Foster Creations** at 1717 West Chester Pike with its huge, joyous inflatables. Judge Chris Kelly shares her enthusiasm for House Cup Coffee's display: *"Happy little gingerbread men surround a House Cup hot chocolate, bordered by a good-enough-to-eat gingerbread house and Christmas tree. Manager Kelly Rizzo painted the Most Entertaining Theme window for this year's competition. Yum yum!"*

In the MOST EFFECTIVE MARKETING category first place is won by **The Bakery House** at 604 Lancaster Avenue with its gorgeous integration of products, lighting, color and décor. In second place is **Wagner/Compass Real Estate** at 2100 Darby Road which reliably transforms its corner on Darby Road into a holiday village of its own.

ROOKIE OF THE YEAR award recognizes businesses that first opened their doors in Haverford Township during 2024. **The Juice Pod** at 30 Brookline Boulevard won first place as Rookie of the Year for their fun holiday window that entices customers to come in and enjoy healthy smoothies and more at this shop under new ownership.

A new category was introduced this year – THE MOST CLASSIC DISPLAY – to recognize displays that create an overall impression of beauty and joy in a traditional sense. The first-place winner in this category is **Faust Orthodontists** at 1635 Darby Road. Contest judge, Dr. George Heckert, Jr. shares his enthusiasm for this display: *"Once again Faust Orthodontics lights up Darby Road with their beautiful decorations to make our holiday season even more cheerful and bright."*

Second place is **Burke's Inn** at 25 E. Eagle Road in the Oakmont Village business area. Contest judge, Don Kelly, says "Burke's Inn's tasteful blend of lighting, color and décor make a classic holiday impression that makes you want to stop in and join neighbors for a holiday drink."

Discover Haverford appreciates the efforts made by all 26 registered contestants and how nicely their displays contributed to the beauty and vibrancy of our community during this holiday season. The following contestants have earned Honorable Mentions for their displays:

Penn Construction

Dream Team

Havertown Bicycle

Brew Your Own Beer
Busted Saddle
Centrella's Deli
Headlines by Renée
Haverford Dance Center
Wilson's Secret Sauce
Tuscany Café
Yearsley Lock Company
Children's Ark at St. George's Church

Beautiful photographs of all the first and second-place winners were taken by Scott Reynolds of STR Productions as a complimentary public service. The photos have been placed on the Discover Haverford website at www.discoverhaverford.org/holiday-decorating and made available to each winner to use for their own purposes.

Discover Haverford is a non-profit, charitable organization through which business owners, commercial property owners, residents and the Township of Haverford collaborate to strengthen local business districts by helping existing businesses be successful, welcoming new businesses and beautifying business areas. For more information contact Don Kelly at donaldkelly@aol.com



Plant Roots Local/The Bookery at 19 Brookline Boulevard in Havertown won "Best in Show".