

TOP TEN REASONS to “*SHOP SMALL*” in OLD TOWN Albuquerque this year!

1. FIND THAT *ONE OF A KIND* UNIQUE ITEM – Old Town has special gifts for *everyone* on your list that you just won't find in a mall. Shopping in Old Town is a truly delightful experience. Unique items from around the world, as well as those that are distinctly Southwestern, can be found in more than 150 shops, boutiques, galleries and artist studios.



Jewelry Stores in Old Town

Adobe Silver
Christian Wolf Gallery
Gallery 8
Indian Treasure
Native Gold
Silver Sun
Warpath Traders

Arturo's Indian Jewelry
Desert Intarsia
Grandfather Eagle
Mati Jewelers
Romero Jewelers
Trader Barb's Gallery

Best Connection
Forever Southwest
Gus's Trading Company
Memories of Old Town
Santa Fe Sterling
Volere Gallery & Jewelry



2. CREATE JOBS & JOB SECURITY – According to the U.S. Small Business Administration, small businesses represent 99.7% of all employer firms in the U.S. economy. Small businesses employ 50% of all private sector employees and created 65% of the net new jobs over the past 17 years. Several hundred people are employed within Old Town.

Art Galleries in Old Town

ABQ Photographer's Gallery
Amapola Gallery
Art on the Warpath
Bright Rain Gallery
Edward Gonzales Gallery
Fetish Gallery
High Desert Gallery
Nemat Galleries
Photographs by Butch Philips
Romero Street Gallery II
Tanner Chaney Gallery
Toni Che Gallery

Agape SW Pueblo Pottery
Andrew's Pueblo Pottery
Bear Paw Indian Arts
David Behrens Gallery
Enchanted Art
Galleria Azul
John's Western Gallery
Outsiders Art Gallery
Rio Grande Gallery
Southwest Galleria
The Easel Place
Weem's Gallery & Framing

Allen Aragon Gallery
Ann Osenga Gallery
Blackbird Gallery
De Colores Galleria
Fermin Hernandez Fine Art
Gowen Arts
Native Arts
Penfield Gallery of Indian Art
Romero Street Gallery
Studio 13
Tintero Workshop & Gallery
Yucca Art Gallery

3. THE “OLD TOWN” AMBIANCE – Shopping in Old Town is always a beautiful experience, but it is especially enchanting when decked out for the Holiday Season! Unique historic architecture, the huge Christmas Tree in Plaza Don Luis, the romantic Gazebo on the Plaza and the charming patios and courtyards will make your shopping trip an exciting adventure. LUMINARIAS (Farolitos) - Thousands of visitors and residents come to Old Town on Christmas Eve and during the Holiday Stroll (Friday, December 2, 2011) to see the spectacular display of luminarias. Candles are set in a bed of sand inside the bottom of a paper bag. When lit, they create a golden glow. Thousands of luminarias line the Church, Plaza, streets and walkways of Old Town.

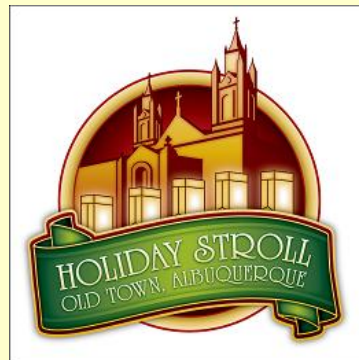


Clothing & Accessories in Old Town

Details by Alex
Peruvian Perfection
The Old Town Hat Shop

Inca Cottons
Santa Fe South
Vintage Cowgirl

Mix
The Wild Rose
Wild Moon Boutique



4. EXPERTS YOU CAN TALK TO – Old Town’s Specialty Shops know their stuff! Merchants have dedicated their lives to learning their trades. Would you prefer to ask the teenage department store cashier about the special gift you’re buying, or to ask the actual artisan who lovingly hand crafted the item?

Specialty Shops in Old Town

IV the Bath
Black Stones of New Mexico
Fiber Chicks, LLC
Hispaniae
Old Town Cat House
Onyx Expressions
Pueblo House Pottery
San Pasqual's Home Decor
Stones & Feathers
Treasure House Books & Gifts

Angel Town
Blue Portal
Four Corners
La Pinata
Old Town Toys
New Mexico Bead & Fetish
Red Feather
Santisma
Sun Country Gems
Turquoise Mountain

Bico
Discover Balloons
Garden Critters
Old Town Card Shop
Old Town Vendors
Poco Loco Magic & Jokes
Sacramento Mtn. Weavers
Silver & Leather King
The Christmas Shop
Vivian's of Old Town



5. KEEP YOUR MONEY IN ALBUQUERQUE – Money spent in Old Town is more likely to stay within Albuquerque. Old Town’s Merchants typically bank with local banks, use services from local firms, buy advertising space in local publications and support other Albuquerque businesses in all that they do.

General Stores & Trading Posts in Old Town

- | | | |
|------------------------|----------------------|-----------------------------------|
| Basket Shop | Coyote Traders | Horse of a Different Color |
| Old Town Traders | Old Town Trading Co. | Plaza Indian Trading Post |
| Rio Grande Trading Co. | Silver Butterfly | Southwest Handcrafts & Gifts |
| The Chile Patch | | Santo Domingo Indian Trading Post |

6. YOU DESERVE A BETTER MEAL THAN CAN BE FOUND IN A FOOD COURT - Enjoy the spice & flair of our traditional cuisine at

one of the dozen restaurants, cafes & coffee shops featuring everything from the All-American hamburger to fine continental cuisine. Need a double espresso or a chocolate pick me up so that you can shop till you drop? Take your pick from Old Town’s finest purveyors.



Dining, Snacks, Coffee, Ice Cream & Candy in Old Town

- | | | |
|-----------------------|---------------------------|------------------------------|
| Antiquity Restaurant | Be Be Cafe | Casa de Fiesta |
| Church Street Cafe | Cristobal's | Golden Crowne Panaderia |
| High Noon Restaurant | La Crepe Michel | La Placita Dining Room |
| Little Anita's | Monica's El Portal | Old Town Diner |
| Old Town Pizza Parlor | Old Town Popcorn | Old Town Snack Shop |
| Quesadilla Grille | Red Rock Cafe | Rolling in Dough Bakery Cafe |
| Seasons | St. Clair Winery & Bistro | |



7. MAKE A DATE OUT OF IT! Take a break & have some fun while out doing your shopping. Take a guided tour, explore a local museum, look at the Christmas Lights or enjoy live entertainment that is sure to put a spring in your step!

Tours, Museums & Activities in Old Town

- | | | |
|----------------------------|-------------------------|-------------------------------|
| A History Tour of Old Town | ABQ Bio Park | ABQ Bio Park Aquarium |
| ABQ Bio Park Zoo | ABQ Botanic Gardens | ABQ Trolley Co. |
| ABQ Museum | Amauta Flute Players | Explora! |
| Fabian Fontenelle | Ghost Tours of Old Town | Indian Pueblo Cultural Center |
| Museum of Natural History | Old Town Pedi-Cab Tours | Rattlesnake Museum |
| Routes Rentals | Segway New Mexico | Shelley Morningsong |
| The Navajo Code Talkers | The Turquoise Museum | |

8. FRIENDS & FAMILY CAN VISIT WITHOUT HAVING TO SPEND HOURS CLEANING! Several Hotel, Motels and Bed &

Breakfasts are within walking distance to Old Town.



Lodging in or near Old Town

Best Western Rio Grande Inn
Casa de Suenos
Old Town Bed & Breakfast

Bottger Manison
Econolodge

Casa Azul
Hotel Albuquerque



9. BE A PART OF THE HISTORY AND TRADITION! People have been spending the Holiday Season in Old Town for the past 305 years. For over three centuries Old Town has been the crossroads of the Southwest. It is a Historical Zone of the City of Albuquerque and is still home to many families whose ancestors founded the town. *Shopping in Old Town is a celebration of what it means to live in the Southwest!*

Antique Stores in Old Town

Hanging Tree Gallery
Old Town Antiques

John Isaac Antiques
The Old House

Old Things

10. CREATING GOODWILL - YOU WILL FEEL GOOD ABOUT THE MONEY YOU SPENT! You'll feel great that

you found spectacular gifts for the people you love; sold to you by people who not only LOVE what they do, but are legitimately grateful for your purchase and truly appreciate your business. You supported Albuquerque's economy! Good for you!



Gift & Souvenir Stores in Old Town

Casa San Felipe
La Hacienda Gift Shop
Plaza Gifts
The Covered Wagon

Elaine's of Old Town
Old Town Emporium
Plaza Primorosa
Wild West T's & Gifts

Flights of Fancy
Old Town T-Shirt Co.
San Felipe Church Gift Shop

Correction, make that 177 reasons to "SHOP SMALL" in Old Town Albuquerque this year...

www.AlbuquerqueOldTown.com