

# Lansford Alive's \$1000 Christmas Giveaway a Success!

January 5th, 2012

On December 17th, 2011, Ridge Street in Lansford was a busy place. It is estimated that over 500 people gathered for a cash giveaway sponsored by Lansford Alive. People lined the streets, sidewalks, and were even lined up inside the mini mall for the drawing. Lansford Police were needed to assist in blocking off Ridge St. due to the numbers.



Over 500 people attended the \$1000 Giveaway drawing. Eighteen Lansford businesses participated by distributing free tickets in the weeks leading up to the event.

Cool Lights DJ Chris Opresko provided entertainment. The drawing began with opening remarks by Lansford Alive Vice President Bob Silver. Mackenzie Weiser and Cale Haspe were then picked to help draw the ticket numbers. Eighteen Lansford businesses participated by distributing the free tickets in the weeks leading up to the event.



From Left to Right: Tada Holland, \$250 Winner Mary Lou Murphy, Alaina Holland, \$50 Winner Val Horvat, Cale Haspe, \$100 Winner Stephanie Millard, Dylan Millard, \$500 Winner John Bachert, Mackenzie Weiser.

The prize winners were:

\$50: Val Horvat of Lansford

\$100: Stephanie Millard of Jim Thorpe

\$100: Bridget Hartzman

\$250: Mary Lou Murphy of Brockton

\$500: John Bachert of Lansford

The event was organized by *Lansford Alive!*, a non-profit dedicated to revitalizing the business district of Lansford, PA. It was part of a series of downtown events called "Lansford Days of Christmas", which included free photographs with Santa. The series was very successful; *Lansford Alive!* is looking forward to continuing this new downtown Christmas tradition.



David Benevy of Lansford Alive confirms Stephanie Millard's winning ticket. Millard, of Jim Thorpe, won \$100.