

Block party welcomes Rodeo to downtown

Who: Rodeo, Shayne, Bet the Ranch, Made

What: Block party

When: 4-8 p.m. Thursday

Where: 35 W. Deloney Street and Gaslight Alley

Web: Rodeojh.com

By Katy Niner

With its Gaslight Alley neighbors and local customers, new kid on the block Rodeo is celebrating the opening of its downtown location.

From 4 to 8 p.m. Thursday, Rodeo, the eclectic woman's boutique, toasts its Deloney Street branch by hosting a block party with Shayne, Bet the Ranch and Made. Stop by any of the stores and enjoy refreshments and specials. Also enter to win door prizes including Rodeo's offering of a Love Heals "Be Creative" jewelry-making party for up to five friends, and Made's prize of a \$100 gift certificate for Strapped gear.

To nurture a local clientele, Rodeo is giving away coupons for 15 percent

off a future Rodeo purchase at both its downtown outpost or its Teton Village location. The coupons are good through November.

During the fete, Made will host a trunk show for Jackson artist Jeff Brown and his intricate pen and ink works.

The block party celebrates the complementary approach of all four boutiques, according to Allison Arthur, who does freelance marketing and is helping coordinate the party. All locally owned and launched within the past year, the stores share a mission to offer residents and visitors alike goods previously unavailable in Jackson, she said.

"It's a good blend of businesses that go together," Arthur said.

Rodeo wanted to celebrate its grand opening with a party for locals, Arthur said. The fete deliberately falls after the craze of summer when locals' schedules have slowed down, allowing them time to attend.