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The Black Friday Shopping Tradition takes a turn in the West Bottoms

What is Old is New Again as trendy West Bottoms stores open for Special Black Friday Weekend

KANSAS CITY, MISSOURI, November 23, 2016 — Shoppers who have grown weary of the cookie-cutter, door buster grab for items at many big box stores this Black Friday have an alternative shopping experience in the Historic West Bottoms 12th Street Bridge Entertainment District. The District plans to offer a more civil Black Friday affair for those seeking gifts, décor and fashion with a vintage appeal. Century-old, historic, multi-story buildings where Kansas City “originally” got its start perfectly stages the options within all the stores.

The newly restored district will have a Christmas lighting ceremony to celebrate the season at 5:30 p.m. as the sun sets. The collective thirty-five plus stores that span the six block area are typically only opened on First Festival Weekends, the first Friday of each month for the entire weekend. Shop owners decided to open this additional weekend as they are seeing consumer demand for their vintage and antique wares. Most stores will open at 8 a.m. on Friday and be open throughout the shopping weekend.

Creating Christmas Memories isn't something new for Full Moon Productions, Inc. In the mid-1980's they embarked on the biggest holiday of the year at Independence Center prior to locating to the West Bottoms area. "It was a beautiful holiday walk-thru that followed the children's haunted house, The Enchanted Castle that we created, as well", said Amber Arnett-Bequeaith, VP of Full Moon Productions and the West Bottoms Entertainment District. "We have a new twist from our original start with the addition of the beloved Grinch that will be on hand with an old fashioned Christmas tree and elves wrapping gifts. The resurgence of retail growth in the West Bottoms has transformed the area in the last five years, especially during the holidays. The spirit of Christmas will touch all the senses in the West Bottoms because we've strung lights at the entry ways and the multi-story buildings, we're blowing snow through the cobblestone streets, added the scent of gingerbread and the massive window fronts will be a glow with the anticipation of gifts and treats to come."

**12th Street Bridge Entertainment District, Historic West Bottoms, Kansas City, Missouri
Christmas Lighting Ceremony, officiant Assistant City Manager Rick Usher
November 25, 2016
5:30PM**

**The Grinch: 4:30PM – 8PM
1401 W. 13th Street
Kansas City, MO 64102**

About the West Bottoms Historic Entertainment District

The West Bottoms Historic Entertainment District has more than thirty-five stores in a six block area. Many of the large, multi-story buildings off the 12th Street Bridge offer several floors of vintage and antique finds. The District is the destination for interior decorators and designers, collectors and consumers seeking stylish décor and gift options that have a history and patina that cannot be duplicated. westbottoms.com



