

## 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 Gallaria  
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.

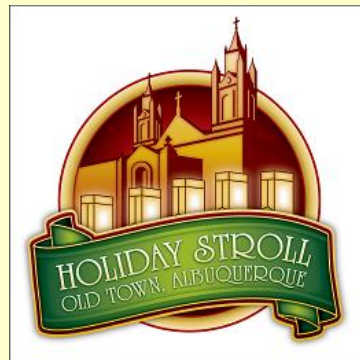


### Clothing & Accessories in Old Town

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**