



February 18, a Magical Night

As far as magical nights go, February 18th in Downtown Truro certainly created that feeling with a winter wonderland atmosphere for anyone visiting the Truro Farmers' Market and Civic Square.

That evening, as staff and volunteers from the Chamber and the Downtown Truro Partnership poured more than 200 cups of complimentary hot chocolate, about 20 local businesses were selling their wares inside the Truro Farmers' Market as a musician entertained. Outside, as large

snow flakes drifted down from above, dozens of skaters glided around the civic square amid a specially designed lightshow projected on the Colchester East Hants Regional Library.

Some visitors even commented that the special night in Downtown Truro was "right out of a Hallmark movie."

This event, hosted in partnership by the two organizations, along with the Town of Truro, was a new addition to the month-long Truro Winter Long John Festival. Blue, turquoise and white



Sherry Martell

lights were purchased and hung by Town staff on trees in the square and a light show projection was designed by our working group to highlight many of the outdoor winter sports that can be enjoyed in this region.

The light show was in place for five weeks. In solidarity with the people of Ukraine, we changed our hold screen between shows to blue and yellow representing that country's flag.

In addition to the light show and night market,

more activities were organized to further promote the town and shopping local. As part of the project, we issued an application that provided funds for entertainment to be held at several local venues.

Truro Brewing Company, The Blunt Bartender, Nook and Cranny and Belly Up Bar and Grill hosted live music supported through this project. Marigold Cultural Centre was also supported by the project and offered a free movie "Honey I Shrunk the Kids" for the enjoyment of local families.

A large part of this project was to promote the Town of Truro and the surrounding areas as a great place to visit, shop and stay in the off season. Our organizations combined efforts to host an extensive, weeks-long, marketing campaign on social media that was

reached by hundreds of thousands of people. This campaign shared that Truro is a vibrant town with lots to see and do, even in the winter. Our hope is that those that couldn't make it to Truro for this festival, have discovered the town and will plan to visit another time. Projects like this are vitally important to ensure that our region is showcased to potential visitors or future residents considering a move to Nova Scotia. The Chamber will continue to seek out new projects that support our local business community.

On March 9, the Chamber hosted its Annual General Meeting with more than 100 people in attendance. We were pleased to see so many members join us to network with other business people in the community.

This month, we will

host our Annual Dinner Gala and Awards bringing our members together to celebrate our business community and present some of its outstanding leaders with awards.

The event is being themed "masquerade," so feel free to wear a mask on top, or bottom of your face, or none at all. Registration for this event is now open by visiting the Chamber website www.trurocolchester-chamber.com by clicking on the events calendar.

For more information about the Chamber and its activities, visit our website, phone 902-895-6328 or email oa@tcchamber.ca

Sherry Martell ACE (She/Her) is Executive Director, Truro & Colchester Chamber of Commerce, 105B Walker Street, Truro, NS, B2N 4B1 and can be reached at: ed@tcchamber.ca or 902-895-6328



Arnold Hagen, owner of two local Home Hardware Building Centres on Pictou Road and Willow Street, was the guest speaker at the Truro and Colchester Chamber of Commerce's 132nd Annual General Meeting held at the Royal Canadian Legion Branch 26, Truro. Hagen recently purchased the Truro Mall and is renovating and reenergizing the facility. (Submitted)



Pictured above are Saribel Deslauriers, left, of the Downtown Truro Partnership (DTP), Sherry Martell and Lisa Matthews of the Truro & Colchester Chamber of Commerce and Nicole MacDonald of DTP, who along with other staff and volunteers representing the two organizations gave away more than 200 cups of hot chocolate during an evening winter market held at the Truro Farmers' Market on Feb. 18 as a lightshow beamed on the Colchester East Hants Library above the Civic Square. (Submitted)

Photos with the Easter Bunny

At the Truro Farmers' Market

Saturday, April 2 & Sunday, April 3

Cost: \$5 per group

Reservations not required

Visit downtowntruro.ca for details

DOWNTOWN TRuro here.



**FOR YOUR
WARMEST
MOMENTS**

**OIL, PROPANE
AND HVAC**

Wilsons
Heating

902-895-4429 | wilsonsheating.ca