



128 Maine St. · Brunswick, Maine · 04011 · www.coolasamoose.com

FOR IMMEDIATE RELEASE – May 10, 2011

Cool As A Moose Grand Opening Festivities Scheduled

Public Invited to Ribbon Cutting Tues., May 17 and Grand Opening Sat. May 28

Brunswick, Maine. Cool As A Moose is excited to announce the long-anticipated opening of its new retail store at 128 Maine Street in the heart of Brunswick, Maine.

“The scaffolding is down and we’re ready to fling open our doors to downtown Brunswick,” said owner Kip Stone, who purchased the former Grand City building in 2010 as a headquarters for Cool As A Moose and his screen printing business Artforms.

The public is invited to attend a ribbon cutting ceremony at Cool As A Moose on **Tuesday, May 17** at 5:00 p.m. The event is jointly coordinated by the Southern Midcoast Maine Chamber of Commerce and the Brunswick Downtown Association.

On **Saturday, May 28**, Cool As A Moose will celebrate its Grand Opening with a full day of fun for all ages, including drawings for merchandise, face painting, and special appearances by Alex the Jester and the Gibbon Slackline Pro Team.

Alex the Jester performs mind-bending sight gags, musical capers and physical feats to the delight and laughter of his audiences.

The Gibbon Slackline Pro Team is making a special trip to Maine for the Cool As A Moose Grand Opening to demonstrate the cool new sport of slacklining. Slacklining involves walking across a length of webbing stabilized between two fixed anchors. This backyard activity is a cross-training tool used by many athletes, but is also a fun activity and sport of its own, and has branched out to include yoga moves, jump tricks and aerial acrobatics.

About Cool As A Moose

Cool As A Moose is a Maine-owned specialty retail shop featuring Maine-themed apparel and gifts with locations in Brunswick, Portland, Freeport, Bar Harbor and online at www.coolasamoose.com. Cool As A Moose also operates satellite stores in Quebec City and Halifax, Canada. Cool As A Moose treats its customers to the very best service and merchandise at a fair price, in a fun, upbeat, and professional environment. For more information visit www.coolasamoose.com.

FOR MORE INFORMATION CONTACT

Caroline Kurrus

207-854-0046 x109

caroline@artformsinc.com

www.coolasamoose.com - www.artformsinc.com - www.facebook.com/coolmoose