



A Bloom Event for Shoppers

One of the nice things about Bloomington is that it's easy to get involved in the community. And as the editor and publisher of Bloomington's city magazine, there are not only opportunities to pitch in, but there is also, I believe, a responsibility to participate and initiate community events.

Since its inception, *Bloom* has offered free advertisements to charitable organizations in order to help promote their causes. In every issue, you will find several ads from charities that have taken us up on our offer (in these pages, The Art of Mental Health, Community Kitchen, and United Way).

In addition, *Bloom* is a partner/supporter of WonderLab, the Lotus Festival, the Cardinal Stage Company, WFHB Community Radio, WFIU, the Bloomington Chamber Singers, and the Sycamore Land Trust. We are proud to be associated with all of these worthwhile organizations.

Last spring, *Bloom* held its own first event, "Picture Pawfect," with the help of the City of Bloomington. We invited the city's canine population to come to Bryan Park and have their picture taken en masse. Nearly 200 dogs along with their guardians took part, with all proceeds going to support the city's animal shelter.

On November 25, the Sunday after Thanksgiving, we have scheduled our second event, "The *Bloom Magazine* Advertisers Sale" to be held at the Convention Center. This is an opportunity for Bloomingtonians to purchase holiday gifts from some of the city's finest stores at greatly reduced prices. All merchandise will be discounted 25% to 75%. For a complete list of participating businesses and further information, see the ad on pages 8 and 9. All monies collected from the \$2 entry fee will go to support the city's annual Canopy of Lights.

Like Picture Pawfect, this event has no precedent here or anywhere else of which we are aware. So

whether 300 shoppers show up or 3,000, we just don't know. Doors open at noon. It might be a good idea to get there early.

Notes:

- A little story: This issue's 20 Questions interview is with Sylvia McNair, the world-renowned opera singer who returned to teach at IU's music school.

A few months ago, Jean Higgenbotham, a resident at the Garden Villa retirement community, was

celebrating her 90th birthday. The two women had worked together at WFIU 25 years ago during Sylvia's student days. Although they had been out of touch all that time, it was Jean's fervent wish to have Sylvia sing at her birthday party. Through the grapevine, Sylvia heard about Jean's desire and, although she was flying in from out of town that afternoon, and although she was hosting a dinner party that evening, she made it out to Garden Villa. Clad in flip-flops and Capri pants, she sang "Stardust" to a grateful and teary-eyed old friend.

- *Bloom* is moving—out of my house and into proper offices at 213 S. Rogers St., sharing the building's main floor with tutto bene Wine Café. My wife Jenny can barely contain her joy.

Malcolm Abrams
editor and publisher



Sylvia McNair and Jean Higgenbotham.
Photo by Natasha Komoda