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Save the Sparkle

By Cathy Tyson





Jay Lifson with hat in hand Photo Doug Kohen

Although twinkle lights may not qualify as an endangered species, the Lafayette Chamber of Commerce is hoping the season of giving will start early this holiday season and is asking for donations to keep the twinkle lights twinkling in downtown Lafayette.

When the City Council was forced to trim its budget this year, the banner program was saved, but twinkle lights got the axe. It's hard to quantify the benefit of festive lighting on holiday shopping, but it goes a long way toward making spirits bright.

Although the city purchased new strings of LED lights recently that use a fraction of the electricity that the old ones did, it costs approximately \$8,000 per season to maintain and re-string as needed. Jay Lifson, the Executive Director of the Chamber, is in the process of calling around to see if he can get a lower bid for the job.

Consider yourself invited by the Chamber of Commerce to be part of the solution. The Chamber is asking for donations, by November 15, to cover the expected cost of keeping the lights on. Generous merchants have given a portion of that amount already. Lifson said that all donations, no matter the size, are welcome - checks can be made out to the Chamber of Commerce, which also accepts credit cards. If residents and businesses are exceptionally generous, donating more than the anticipated cost, the Chamber will roll over any extra amount to next year's twinkle light fund. For more information, call the Chamber at (925) 284-7404, or drop by the office at 100 Lafayette Circle, Suite 103, Lafayette, CA, 94549.



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[back](#)

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