



Louis LeFleur's Trading Post and Sugar Ray's Sweet Shop collaborate with Highland Village for Ultimate Holiday Shopping Experience



MEDIA CONTACT

Mary Alex Thigpen
Director of Marketing
Mississippi Children's Museum
maryalex@mcm.ms
P: 601.709.8354

PRESS RELEASE • FOR IMMEDIATE RELEASE • 10/11/2017

Shoppers are in for a sweet and special treat this holiday season! On November 8th, MCM's *Louis LeFleur's Trading Post* in partnership with Jackson's favorite down-town candy store, *Sugar Ray's Sweet Shop* are collaborating to create a holiday pop up shop at Highland Village. This pop-up shop brings the best of both stores to Jackson's premier shopping center, for an unparalleled holiday experience. The store will be celebrating with a grand opening on November 9 from 4 pm-6 pm.

"Highland Village is thrilled to welcome back Louis LeFleur's Trading Post this holiday season," said Highland Village General Manager, Masa Liles. "This special pop-up shop was a huge hit with our shoppers last year, and we expect this year to be even bigger. With the addition of Sugar Ray's Sweet Shop, a wide assortment of toys from classic to trendy, and delicious handmade candies and sweets, will be available at one convenient location." Liles also said beginning November 17th, Santa Claus will make appearances and be available for photographs with children near the store on Fridays and Sundays from 1 pm- 5 pm and Saturdays from 10 am- 5 pm.

This special shop will include the classic toys and candy we all know and love, as well as today's trendiest and most-popular gifts. Regardless of who you are shopping for, this special pop-up has something for everyone.

MCM Director of Museum Experiences, Charley Frye stated, "*Louis LeFleur's Trading Post* is excited to return to Highland Village again for this holiday season. We can't wait to work alongside our friends at *Sugar Ray's Sweet Shop* to provide this special experience for all our visitors."

Jessica Davenport, managing partner of Sugar Ray's Sweet Shop also shared their excitement to participate, noting, "Sugar Ray's is always delighted to gain new community partners and friends. This pop-up shop is a great opportunity to bring our sweets to the LeFleur East District of Jackson!"

About Highland Village

Located in Jackson, Mississippi on I-55 North, Highland Village is a landmark 'Shop, Work, Dine, Play' destination like no other in the region. Known for its tradition of quality and passion for personal service, Highland Village offers a vast assortment of premium shops comprised of unique, locally-owned boutiques and 'first and only in Mississippi' national stores. Highland Village is also home to many prestigious businesses, including some of the area's top specialty medical clinics. From men's and women's apparel, special gifts and home accessories to a host of professional services, one-of-a-kind restaurants and the nation's leading natural and organic food retailer, Whole Foods Market, Highland Village is your 'gathering place' for fashion, home décor, food and fun.

About the Mississippi Children's Museum

The Mississippi Children's Museum (MCM) is a 501(c)3 nonprofit organization that provides unparalleled experiences that ignite a thirst for discovery, knowledge, and learning in all children. MCM is dedicated to inspiring Mississippi's children from all backgrounds to discover and achieve their potential. The museum features 40,000 square feet of exhibit space designed around five primary initiatives: Literacy, STEM, Health and Nutrition, Cultural Arts, and Mississippi History. The museum's exhibits, programs, and outreach opportunities provide engaging, explorative, hands-on educational activities for children of all ages. To learn more about MCM visit www.mschildrensmuseum.org.

About Sugar Ray's Sweet Shop

Sugar Ray's Sweet Shop is located across Capitol Street from The King Edward Hotel nestled inside the former Cohen Brothers Suit Store. The store features a variety of candy and sweets including handmade chocolates, candies, gummies and jelly beans and even feature an "old school" candy section with classic candy from older generations. Sugar Ray's was created by *J and J Hospitality*, with a mission to become the go-to place for Jackson's family, community and business celebrations. Sugar Ray's prides itself on partnering with local businesses, creatives and entrepreneurs. By taking chances and seizing unique opportunities, Sugar Ray's has developed long lasting relationships through a shared love for sweets!