

Press release

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Submitted by Irene Fuller

The Cookie Jar opens in support of Operation Sock It to Um.

Operation Sock it to Um is a drive to raise funds to buy and send alpaca socks to our troops. It is a part of the alpaca industries Sock Brigade. With the supports of local residence, Veteran groups and Fiber on the Foot Alpaca Farms enough money was raised in 2007 to send 100 pair of socks overseas.

In support of Operation Sock it to Um 2008, HeartFelt Designs Gallery at 623 Main Street has opened a gedunk area called, "The Cookie Jar". The Cookie Jar is a casual, donation only, place to meet friends downtown for coffee, tea, bottled cold drinks and treats that you would normally find in a cookie jar. All funds will go to buy Extreme Alpacas sock at wholesale pricing for fall shipment to our young troops that serve us in harms way.

The Cookie Jar is located upstairs in HeartFelt's Mountain View Gallery. This is wonderful room and it may be the last "upstairs" in the historic downtown where the public is welcome to spend time surrounded by the feel of history. The view of Mount Lassen is spectacular from the Mountain View Gallery.