

NEWS RELEASE
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FOR IMMEDIATE RELEASE:

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Ribbon Cutting at Talents on Wednesday, November 1, at 4:00pm.

Avon Lake, Ohio: On Wednesday, November 1, at 4:00pm, there will be a ribbon cutting ceremony at Talents, the new business at 33491 Lake Rd.

Jennifer Birk loves art, history, and supporting all types of creators. She chose the name Talents for her business to reflect the collective work of the artisans, bakers, confectioners and craftspeople that are part of the history at Beach Park Station, where Talents opens on Wednesday.

“Talents will have something for everyone in all price ranges,” says Birk. “From nostalgic candy to fine art our customers will be thrilled to shop with us. DiFiore Designs is creating original spirit wear. Gold Arrow Studio will have Avon Lake jewelry as well as their well-known boho jewelry. Mrs. Rudkin from Avon Lake High School is bringing her college spirit items, as well as her mom’s beach glass art.” The long list of other items on sale includes Joda-Ly Jewelry, shadow boxes, dog toys and accessories, winter accessories, loungewear, Potter’s Perch pottery, floral creations, bath bombs, gift baskets, ornaments, embroidered towels and baskets, candles, trendy tumblers and glasses, home decor, and fantastic items for the kiddos.

“At Talents, our customers will always feel welcomed, and will feel the positive energy that radiates from our incredible items,” says Birk. “We are thrilled to show them everything brought in by our artists, craftspeople and retailers.”

With Avon Lake being the hometown of Jennifer and her husband Brian, she always dreamed of having her own business here. And the history of the building was a huge additional draw for them. She and Brian were high school sweethearts and graduated ALHS in 1989. Their first date was going to a movie at the Avon Lake movie theater that was in the same building where they are now opening their business. And Jennifer’s first job was at the bakery in the same building. Brian’s Great Grandfather was a Motorman for the Lake Shore Electric Railway based out of Beach Park Station. Family lore says that as a boy, Brian’s Grandfather would tag along with his dad to the station and would empty the trash bins at the Saddle Inn.

“Not only is this business in a Focus Area in our Comprehensive Land Use Plan,” says Ted Esborn, Avon Lake’s Community Development Director, “but it is in an area being transformed by the demolition and eventual redevelopment of the Avon Lake Power Plant. We look forward to Talents being part of that long term transformation of the City’s west end.”

