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**DOWNTOWN  
TOMS RIVER**

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***DOWNTOWN TOMS RIVER ANNOUNCES WINNERS OF HOLIDAY  
DECORATING CONTEST!***

(Toms River, NJ) — Judges representing the Toms River Business Development Corporation toured Downtown Toms River Wednesday evening to determine the winners of the annual **Be-Deck Your Business** holiday decorating contest. The winners in the business categories get complimentary radio spots on WJRZ –FM (Magic 100.1), valued at over \$1000 and a plaque commemorating their victory!

**Following are the business winners:**

- Best Downtown Business (Center): **Nuova Luna, 44 Washington St.**
- Best Downtown Window Display: **Sweet Tush, 11-D Washington St.**
- Best Downtown Business (other than Center): **Riverfront Hair Studio & Spa  
82 E. Water St.**

In addition, three private residential properties were selected as winners in the **2012 Deck the Homes Contest**. First prize is a \$200 Downtown Toms River Gift Card, a certificate commemorating their victory, and a lawn sign identifying the property as the winner. The second place winner receives a \$100 Downtown Toms River Gift Card and a certificate, and the third place winner receives a \$50 Downtown Toms River Gift Card and a certificate.

"It's a great tradition here in Downtown Toms River that many look forward to each Holiday Season. This year, especially, the decorating contest perhaps may infuse some degree of normalcy considering how so many lives have been changed due to the storm. And this is the first year that we can utilize the new Downtown Gift Cards as prizes so that we can make certain that the prize money goes right back into our Downtown businesses," said the Toms River Business Development Corporation's Executive Director, Jody Alessandrino.

*For more information on upcoming Downtown Toms River events, as well as the New DOWNTOWN TOMS RIVER GIFT CARD—the perfect holiday gift for everyone on your list, please go to:*  
[downtowntomsvriver.com](http://downtowntomsvriver.com).

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