

## HANDCRAFTED TRADITION COMES TO LIFE AT LONGABERGER

*Opportunities abound to make a basket, shop and see basketmakers at work*

A visit to The Longaberger Company in east Central Ohio is akin to immersing yourself in a century-old family tradition—with the addition of plenty of modern-day shopping, dining and entertainment.

Each year, hundreds of thousands come to Longaberger for the hands-on experience of creating a basket or to enjoy quality meals, shop and join in the many events.

Longaberger's destinations include Longaberger Homestead, The Factory Store, a basket factory tour, Make A Basket, the Home Office, Dresden-area shops and the Longaberger Golf Club. All are located close to each other in the Dresden, Newark and Frazeytsburg area, less than an hour's drive from Columbus.

Longaberger is the premier maker of handcrafted baskets, a tradition that started in the Longaberger family at the turn of the 20th century. Over the years, the company has expanded its line to provide home and lifestyle products, such as pottery, wrought iron and fabric accessories.

### Make your own basket

Participate in the craft through Make A Basket in the Frazeytsburg basketmaking facility. With the help of basketmakers, guests make their own baskets and sign each one, mirroring the tradition of basketmakers signing the baskets they create.

See the professionals at work on the mezzanine tour where you'll look out over the expansive factory floor.

Special Make A Basket rates are available for pre-scheduled groups of 15 or more and for students (8-18).

### Shop at the Factory Store

Shop for retired, revered and treasured products, from baskets to pottery and wrought iron at the Factory Store, located in the heart of the basketmaking facility. You'll find one-of-a-kinds—a sure hit with

Longaberger lovers.



*Make your own basket*



*Longaberger's Home Office*



*Longaberger Homestead*

### Spend a day at the Longaberger Homestead

Stroll through the Homestead, a shopping, dining and events destination

adjacent to the basketmaking facility. The At Home Store features collectibles, clothing, kitchen and tabletop accessories, garden items and gourmet foods along with the WishList Gallery, where Longaberger products from the current catalog can be viewed in home and lifestyle displays.

Restaurant choices range from relaxed, quick and delicious to hearty, made-from-scratch meals. The Family

Coffee Shop offers Starbucks coffee and specialty drinks in addition to ice cream.

Don't miss American Summer Celebration June 6-7 or Longaberger Heritage Days, an American Bus Association Top 100 event in 2007. This popular festival features live music and the history and craft of basketmaking. It's set for Sept. 5-6.

### See the Home Office

Be sure to drive by the Home Office in Newark. You can't miss it—it's a seven-story replica of the Medium

Market Basket, the favorite of late company founder Dave Longaberger. The building has been featured in textbooks, newspapers, magazines and Web sites around the globe.

### Explore charming Dresden

More shopping awaits in Dresden, the birthplace of the Longaberger family and company. It's home to several Longaberger shops and landmarks, such as Popeye's Soda Shop, the World's Largest Picnic Basket, The Patio Shops and The Clothing Store.

### Play at Longaberger Golf Club

Play a round at Longaberger Golf Club and enjoy lunch or dinner in the Golf Club Restaurant. Nestled atop scenic rolling hills, the course has been named among the Top 100 You Can Play by *Golf Magazine* and *Golf Digest*. For tee times, call 740-763-1100 or visit [www.longabergergolfclub.com](http://www.longabergergolfclub.com).

### Plan your trip

To learn more about Longaberger, visit [www.longaberger.com](http://www.longaberger.com) or call 740-322-5588.