

GASSER

F I N E J E W E L E R S

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FOR IMMEDIATE RELEASE

GASSER JEWELERS SECOND ANNUAL GINGERBREAD HOUSE COMPETITION

CANTON, Ohio (November 21, 2007) — Ah-h-h! Remember the smell of grandma's gingerbread! Gasser Jewelers will sponsor the second annual Gingerbread House competition with local chefs creating gingerbread replicas of Canton's historical buildings. Many, many hours of time go into designing, baking and decorating these original masterpieces. These confectionery and architectural wonders will be on display at Gasser Jewelers in downtown Canton beginning November 23rd and continuing throughout the Christmas season.

The tradition of baking these sweetly decorated houses began in Germany after the Brothers Grimm published their collection of German fairy tales in the early 1800s. Among the tales was the story of Hansel and Gretel, two children left to starve in the forest by penniless parents, who came upon a house made of bread and sugar decorations. After the fairy tale was published, German bakers began baking gingerbread houses and employed artists and craftsmen to decorate them. The houses became particularly popular during Christmas, a tradition that crossed the ocean with German immigrants.

Bring the family in to see these artistic creations and to vote for your favorite design—the winning chef will receive a gift certificate to Gasser Jewelers, and everyone who votes is entered into a drawing to win a beautiful right hand diamond ring. Gasser's will also be open during the Light Up Downtown festivities on December 6th and for the First Friday celebration on December 7th.

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2006 ENTRIES GASSER JEWELERS FIRST ANNUAL GINGERBREAD HOUSE COMPETITION

Shown here are two entries from last year's competition.

