



PRESS RELEASE

Unique Treasures in The Hunt on Front

Belleville, Ontario, April 7, 2022 - Unique treasures, old and new, can be found Downtown in the latest boutique store selling thrifted and locally handcrafted gifts! **The Hunt on Front** has opened their new store at **381 Front Street** in the Downtown District.

On Thursday, April 7,, Owner Emma Blythe was joined by Mayor Mitch Panciuk, Councillor Bill Sandison from The City of Belleville, Peter Kempenaar from Taskforce Engineering inc., Past President Belleville Chamber of Commerce, Lisa Grills from the Belleville Chamber of Commerce, David Joyce from MPP Todd Smith's office, Ingrid Moore from MP Ryan Williams office and Luisa Sorrentino from the Downtown District BIA for an official ribbon cutting and grand opening ceremony.

The Hunt on Front is a boutique thrift shop featuring locally handcrafted gifts and home decor. Owner Emma chose Belleville as her new home with her collection of thrifted goods, and then decided it was time to sell some of the beautiful items she's curated over the years.

"I chose Belleville for a number of reasons of course but mainly because... It's my new home!" says Emma. "I think of it as an anchor to the surrounding areas with great proximity to Prince Edward County, Highway 401 and the larger cities."

Coming from operating a pub in Downtown Toronto, Emma has had firsthand experience with working in a Business Improvement Area and appreciated the effort that has been put into the Downtown District in Belleville.

"Belleville has clearly made a huge effort in promoting and investing in the beautiful downtown revitalization," says Emma. "The neighbours to my business have already been so kind and generous, I know this location is meant to be."

Emma plans for the shop to be ever changing and adaptable, carrying varying local and thrifted products that will be constantly rotating.

Visit them in their new location at **381 Front Street**.

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