

# L.L.Bean

100TH ANNIVERSARY

## HOMETOWN CELEBRATION

July 4-7, 2012



- \* Free Concerts \* Parade & Road Race \*
- \* Main Street Festival \* Kids' Activities \*
- Spectacular Fireworks Display

FREEPORT, MAINE

### ★ WEDNESDAY - SATURDAY ★

#### Archival Display

See special displays of historical photos and L.L.Bean memorabilia.  
*Book Department, Flagship Store*

#### 9 a.m.-5 p.m. Outdoor Discovery Schools

Whether you're looking for an introduction, a brush-up on skills, a scenic tour or a multiday adventure, our Outdoor Discovery Schools offer just the right opportunity to get you outdoors. Starting at just \$20 per person.

Kayaking                  Archery                  Sporting Clays  
Fly Casting                  SUP (Stand Up Paddle Board)

*Advance registration suggested by calling 1-888-552-3261. Day-of registration available at our Flagship Store if space is available.*

#### 10 a.m. - 2 p.m. Boat & Tote Demonstration (Thurs. - Sat.)

Watch as our famous Boat & Tote bags are made right before your eyes.  
*Main Street Lobby, Flagship Store*

#### 10 a.m. - 2 p.m. Bean Boot Stitching (Thurs. - Sat.)

Representatives from our Maine manufacturing facility will demonstrate how our Bean Boots are stitched together.  
*Hunting & Fishing Store*

#### 10 a.m. - 4 p.m. Bean Canteen Water Bottle Engraving

Purchase a Bean canteen and have it personalized for FREE while you wait.  
*Main Street Lobby, Flagship Store*

#### 10 a.m. - 4 p.m. "Beanland"

There is fun for all ages in Beanland! Visit the L.L.Bean Bootmobile for photo-ops, test your skill with our lobster launcher and Bean Boot Toss games, try bungee jumping, make fun kids' crafts, scale a 25 foot climbing wall and much more!

#### 11 a.m. - 3 p.m. Outdoor Adventure Clinics

Take part in informative clinics throughout our Flagship store.  
**Wednesday** - Sun and bug protection  
**Thursday** - Knot tying  
**Friday** - Geocaching  
**Saturday** - Water filtration and hydration

#### 11 a.m. - 4 p.m. Horse-Drawn Wagon Rides

Take a break and enjoy an old-fashioned horse-drawn wagon ride around our campus.  
*Flagship Store*

#### 1 - 4 p.m. USPS Custom Pictorial Postmark

The U.S. Postal Service will be on-site to hand-cancel your letters and postcards with a custom-designed L.L.Bean Hometown Celebration cancellation stamp – collect all 4! We'll be giving away free postcards, too.  
*Beanland*

#### 1 - 5 p.m. Food Sampling

*Home Store*

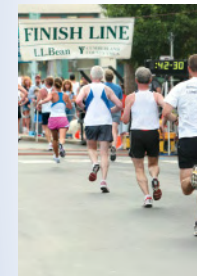
#### Leave No Trace Traveling Trainers

The Leave No Trace Traveling Trainers from "Team East" will be at L.L.Bean all weekend to provide hands-on environmental education games and programs for all ages.  
*Beanland*



## CELEBRATE THE 4TH OF JULY IN FREEPORT

### ★ Wednesday, July 4th ★



**7:30 a.m. 35th annual L.L.Bean 10K Road Race**

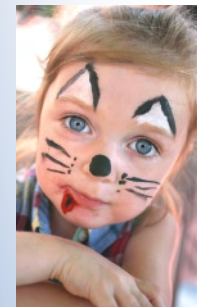
**9:15 a.m. Family Fun Run / Walk**  
*Memorial Park & Bow St*

#### 10 a.m. 4th of July Parade

Traditional 4th of July Parade down Main Street, featuring the L.L.Bean Bootmobile.

#### Noon Flag Ceremony

Join representatives from Girl Scouts of America Troop 3222 as they salute America.  
*Discovery Park*



#### 1-5 p.m. Kids' Arts & Crafts

Create festive paper windsocks with streamers to fly in the wind with local artist and craftmaker Julie Yeo.  
*Beanland*

#### 3:30 p.m. & 4:45 p.m.

#### FREE Concert: Ellis Paul

Ellis Paul, an internationally acclaimed singer-songwriter and recipient of 13 Boston Music Awards, will perform family-friendly music for fans of all ages.  
*Puffin Park Stage*



#### 7:30 p.m. FREE Concert:

#### Jo Dee Messina

Cap off the evening with a FREE concert featuring popular country artist Jo Dee Messina.  
*Discovery Park Stage*

*This year's fireworks display is Saturday, July 7th*

# Celebrate 100 Years of Outdoor Discovery with L.L.Bean

★ Thursday, July 5th ★

## 10 a.m.-4 p.m. FREE Outdoor Discovery Schools Activities

Try something new with free Outdoor Discovery Schools activities all day long, including kayaking, archery, stand-up paddleboarding and more. We'll make sure you get a taste of how much fun you can have outdoors. *Ride the free shuttle from our store.*

## 11 a.m.-1 p.m. Boston Red Sox

Don't miss your chance to win free Red Sox tickets, meet former Red Sox player Rico Petrocelli, take photos of the 2004 & 2007 World Series Trophies and meet Wally the Green Monster (11-Noon).

*Discovery Lobby & Patio, Flagship Store*

## 11 a.m.-1 p.m. Free Muddy Bean Boots Ice Cream Samples

Sample the delicious Gifford's Ice Cream specially created to commemorate L.L.Bean's 100th Birthday.

*Discovery Patio, Flagship Store*

## 11 a.m.-1 p.m. Freeport Conservation Trust Outing

Join L.L.Bean and FCT staff as we explore the trails of Sayles Woods & Fields. This 70-acre property has 2 miles of trails looping through field and forest. *Meet at the Main Street entrance of our Flagship store for directions*

## Noon-4 p.m. Kids Bike Rodeo

Bring your bike, or we can provide one for you. Healthy Hometowns will set up a fun obstacle course to test and improve your riding skills. *Helmets required and provided.*

*Nathan Nye Street*

## 1-4 p.m. Boy Scouts Camping Demonstration

Local Boy Scout of America Troops will set up a camp site to teach outdoor skills and play a variety of camp games.

*Beanland*

## 1-5 p.m. Kids' Arts & Crafts

Local artist and craftmaker Julie Yeo will help you decorate your very own balsam bean bags.

*Beanland*

## 5-7 p.m. Group Mountain Bike Ride

*Meet at the Bike, Boat, Ski Store*

## 5-9 p.m. FREE Concerts

Join us for an evening of music under the stars.

The Fogcutters	5 p.m.
Matt Savage	6:15 p.m.
Portland Jazz Orchestra	7:30 p.m.

*Discovery Park Stage*



# CELEBRATE 100 YEARS OF PRIDE IN OUR MAINE HERITAGE

★ Friday, July 6th ★

## 10 a.m.-4 p.m. Meet Maine Authors in our Flagship Store

See their latest work and leave with a personalized book.

### Donn Fendler

Lost on a Mountain in Maine, Lost Trail

### Lynn Plourde

Dino Pets, Dump Man's Treasure, At One in a Place Called Maine, Only Cows Allowed, Moose Of Course, Pigs in the Mud, Lost Trail

### Sandra Newman

Life & Times on Pleasant Pond

### Chris Van Dusen

Randy Riley's Really Big Hit, King Hugo's Huge Ego, The Circus Ship, If I Built a Car, Camping Spree with Mr Magee

### Barbara Walsh

Sammy in the Sky

### Janet Freeman Baribeau

A Bailey Island Girl Remembers

### Victoria Rowell

Tag, Toss & Run

## 10 a.m.-4 p.m. Play Outdoor Games with Healthy Hometowns

Meet special guests: World Champion Seth Wescott, L.L. Bear and Sluggur. We provide the games, you provide the energy!

*L.L.Bean Adventure Park located at the Morse Street School Fields (Easy walk from L.L.Bean, or take the horse-drawn wagon ride.)*

## 11 a.m.-1 p.m. Freeport Conservation Trust Outing

Join L.L.Bean and FCT staff as we explore Powell Point. This 0.8-mile wooded trail with a couple of short, steep hills ends with a spectacular view of Casco Bay. A side trail passes a salt marsh.

*Meet at the Main Street entrance of our Flagship store for directions*

## Noon-5 p.m. Farmer's Market

*Coyote Park*

## 1-5 p.m. Kids' Arts & Crafts

Create and decorate your own paper salmon or trout with local artist and craftmaker Julie Yeo. This is one you don't have to catch and release! *Beanland*

## 2-9:30 p.m. FREE Concerts

Maine Academy of Modern Music	
Beware of Pedestrians   Guilty Bystanders	2 p.m.
Putnam Smith Trio	3:30 p.m.
Lissa Schneckenburger	5 p.m.
Jason Spooner	6:30 p.m.
Ryan Montbleau	8 p.m.

*Discovery Park Stage*

# HOMETOWN CELEBRATION, CELEBRATING 100 YEARS IN FREEPORT

★ Saturday, July 7th ★

## 10 a.m.-5 p.m. United Maine Craftsmen

Over 70 Maine artisans will exhibit their works. You will be able to purchase wonderful crafts, such as jewelry, fiber art, specialty food, wood crafts, candles, pottery and more.

*Main Street*

## 10 a.m.-5 p.m. Food Booths

Enjoy delicious food and support local Freeport non-profit organizations.

*Main Street & Morse Street School Fields*

## 10 a.m.-5 p.m. L.L.Bean Adventure Park

Take a wagon ride or walk to Morse Street School and join in the fun. INFLATABLES ★ GAMES ★ MUSIC ★ FOOD ★ AND MORE!

*Morse Street School Fields*

## 10 a.m.-5 p.m. "Beanland"

There is fun for all ages in Beanland! Visit the L.L.Bean Bootmobile for photo-ops, test your skill with our lobster launcher and Bean Boot Toss games, try bungee jumping, scale a 25 foot climbing wall and much more!

## 11 a.m.-5 p.m. Kids Music & Entertainment

Yo Yo People	11 a.m.
Tardy Brothers	Noon
Dan Zanes	1:15 p.m.
Rick Charette	2:45 p.m.
Dan Zanes	4 p.m.

*Puffin Park Stage*

## 11:15 a.m.-5:10 p.m. Contemporary Music

Kenya Hall Band	11:15 a.m.
Lyle Divinsky	12:30 p.m.
Jerks of Grass	1:45 p.m.
Anna and the Diggs	3 p.m.
Pete Kilpatrick Band	4:15 p.m.

*Main Street Patio Stage*



## 7:30 p.m. FREE Concert: Chris Isaak

Enjoy a free concert with pop icon, Chris Isaak

*Discovery Park Stage*

## 9:30 p.m. (Approximately)

## Fireworks

Come out and watch a spectacular fireworks display!

# L.L.Bean 100 YEARS



**L.L.Bean**  
100TH ANNIVERSARY  
**HOMETOWN  
CELEBRATION**  
July 4-7, 2012

- |                              |                          |                           |
|------------------------------|--------------------------|---------------------------|
| ① Discovery Park             | ⑥ Farmers' Market        | ⑪ Home Store              |
| ② Contemporary Music Stage   | ⑦ Discovery Patio        | ⑫ Flagship Store          |
| ③ Family Entertainment Stage | ⑧ Food & Beverage Booths | ⑬ Hunting & Fishing Store |
| ④ Adventure Park             | ⑨ United Maine Craftsmen | ⑭ Bike, Boat, Ski Store   |
| ⑤ Beanland                   | ⑩ Kids' Crafts           | ⑮ Bike Valet              |
- 
- |            |             |             |                 |
|------------|-------------|-------------|-----------------|
| Free Water | Information | Medical Aid | Public Bathroom |
|------------|-------------|-------------|-----------------|

# 100<sup>th</sup> Anniversary Hometown Celebration

## PARKING INFORMATION

### July 4 -7

- Free parking is available on both sides of Main Street (Route 1).
- There is a free covered parking garage located on the east side of Maine Street across from the L.L.Bean Campus.
- **Handicapped parking** on the L.L.Bean campus is located in the Bear Lot behind the Discovery Stage.

### July 7 only

On Saturday, July 7 a portion of Main Street will be closed to traffic throughout the day.

- Alternate routes for northbound and southbound through traffic will be well marked.
- **Satellite parking** serviced by **free shuttles** will be available from **7:00 a.m. until Midnight**, or as long as needed to get everyone back to their vehicles. These locations will be well marked.
  - Locations are:
    - Double L Street and Casco Street off Route 1  
In-town shuttle stop is located at the Town Hall
    - Campus Drive off of Desert Road: All **RV parking** and overflow  
In-town shuttle stop is located at the corner of Main Street and Justin's Way
- Customers who are staying at any hotel on Route 1 south of downtown Freeport from the Hampton Inn to the Best Western will have access to a free shuttle that will be running a loop approximately every hour between **10 a.m. and Midnight**. In-town shuttle stop is located at the Town Hall
- There is an ADA wheelchair accessible bus available all day.
- **Bike Valet:** There will be extra bike racks available in the Coyote Lot behind the Hunting & Fishing store. The Bicycle Coalition of Maine will staff volunteers to secure bikes during the day. This service is available between **10:00 a.m. and 6:30 p.m.**