

For Immediate Release

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GRAND OPENING OF NEW HITCHCOCK STORE

New owners, new location, same high quality product to be introduced in historic Riverton

Riverton, CT (August, 2011) – The Hitchcock Chair Co., Ltd., has been revived once more. New owners, Rick Swenson and Gary Hath, are announcing the Grand Opening which will be celebrated at the new retail store at 13 Riverton Road, Riverton, CT on Labor Day Weekend, Saturday, Sunday, and Monday, September 3 - 5. In conjunction with this historic event, they will also host the traditional Barn Sale at the Riverton Fairgrounds.

The rich heritage of hand crafted Hitchcock furniture began in the early 1800's when Lambert Hitchcock, America's most famous chairmaker began making his "fancy chairs" and cabinets in the small northwestern Connecticut town named Hitchcocks-ville, now called Riverton. Hitchcock created a legendary identity for his furniture through the application of elaborate stencil designs with complementary striping and banding to accent the contours.

The company ownership has changed over the past 200 years, but the quality and craftsmanship is still the same. Each piece is still made by hand.

Hitchcock features three separate furniture lines to meet individual tastes. The Traditional furniture line features beautiful stencils applied over paint or clear finishes. Up to 20 layers of stencils are used to create the distinctive designs for each chair. Finishing touches, such as stripes and bands, are hand-painted on legs and spindles. Rush seats are woven one at a time using

natural cattails leaves. The finished product reflects the care and talent of each of the artisans involved.

The Pleasant Hill line features the simplicity of beautiful shaker design made in solid cherry, while the third line, Country Heritage, emphasizes country French influences.

In addition to the Grand Opening at the retail store, customers are invited to shop at the Barn Sale in the Riverton Fairgrounds. Special savings will be offered on brand new chairs and tables, as well as scratch and dent pieces, factory seconds, fully restored items, and “gently used” furniture. Visitors are also invited to watch as one of the skilled artisans weaves rush seats from 1:00 – 4:00 pm each day, and to see stencils being applied on Saturday and Sunday from 11:00 – 2:00. There will also be interactive opportunities for children to try their hand at stenciling.

Both locations will be open from 10:00 am through 5:00 pm each day of the celebration. For more information, please contact the store at 860-738-9958.