

# Historic Nazareth is Strummin' and Hummin' in Anticipation of Martin on Main!

By Kate Hartney

Lehigh Valley, PA – The Nazareth Area Chamber of Commerce (NACC), a proud partner of the Greater Lehigh Valley Chamber of Commerce, is thrilled to be hosting the iconic Martin on Main music and guitar festival on Saturday, July 29th, 2023 from noon-7pm in Historic Nazareth, home of Martin Guitars.

Music and guitar lovers can enjoy seven full hours of entertainment, featuring Martin Guitar Forum artists in the Chamber Bandshell at 18 S. Main Street, in the beautiful center circle of Nazareth. A second performance stage, sponsored and organized by Nazareth Center for the Arts, will be located at the corner of S. Main and Belvidere Streets. Musicians will perform from noon-7pm and will feature our impressive depth of local talent. Nazareth's Main Street will be strummin' and hummin' all afternoon!

While music fills the air, festival attendees will have the grassy, shady space of Nazareth's Center Circle to set up chairs and picnic blankets. Attendees over the age of 21 can find a new favorite beverage among Birthright Brewing, Five Maidens Cidery, Clever Girl Winery, and The Spirit Express Mobile Bar to beat the heat! The NEDC's Farmers Market will extend their hours and shift locations to the adjacent block of S. Main Street, extending from Belvidere to Walnut Street. In total, Main Street will be closed to vehicles and open to foot traffic from The Circle all the way down to Walnut Street to accommodate the local festivities. Food truck vendors such as local favorite Naz-O-Nut, Mon & Mel's Sweet Scoops, Husky Jaw Corn Roasting, Cosmic Kettle Corn, Greek Street, Red Robin, Pyro Gyro, and Big Poppa's Backyard BBQ will have something tasty for everyone. An array of over 20 local craft vendors and artisans will also be on site, and our Main Street businesses will be open and running a variety of sales and special offers to provide patrons with fun shopping opportunities.

Kate Hartney, Coordinator for the Affiliated Chambers of the Greater Lehigh Valley Chamber is excited to share, "We at the Chamber love helping to facilitate investment from our local businesses in events like Martin on Main. Giving residents and tourists alike the opportunity to shop small and shop local keeps our community vibrant, our businesses strong, and provides our local artists a platform to perform."

Community centered initiatives like this make where we live, work, and play thrive! We can't wait to see everyone and let them experience what Nazareth is all about!"

What would a guitar festival be if patrons went home without a new instrument of their very own? Well, thanks to our headlining hometown sponsor, Martin Guitars, we also have a guitar raffle to enter, and you don't even have to be present to win! This year's raffle is bigger and better than ever before, with a chance to win not one, but TWO beautiful instruments! The first is the SC-13E, and acoustic-electric guitar that challenges the convention of what an acoustic-electric can do. Play your way, any way, without limits! Valued at almost \$1,600, don't miss your chance to be a winner! The second guitar is a SC-13E Special, with all the capability of the SC-13E but with featured spruce gloss top and zircote fine veneer gloss finish on the back and sides. The design motif features an aperture rosette inlay with ebony headplate, fingerboard, and bridge. One or both of these beautiful guitars could be yours – raffle tickets are only \$20 per ticket or \$30 for two tickets. Each ticket gets you a chance to win TWO Martin Guitars, valued at over \$3000. Remember – you don't have to be present to win!

The show will go on – rain or shine and we look forward to seeing everyone out for this fantastic community celebration of art, of Nazareth, and the businesses who make it an incredible place to live, work and play.

Jessica O'Donnell-Gower, EVP of Affiliated Chambers of the Greater Lehigh Valley Chamber of Commerce said, "As a staple community event, the beloved annual Martin on Main event is back, and we are thrilled to be able to showcase local musical talent in the beautiful borough of Nazareth, and truly shine a spotlight on our business community. We are excited to bring the community together and excited to bring new faces to our area and let them experience what Nazareth is all about!"

Find out more information at our Martin on Main website: <https://www.lehighvalleychamber.org/martinonmain.html>

THE NAZARETH AREA CHAMBER PRESENTS:

# Martin on Main

**SATURDAY, JULY 29, 2023**

**12 - 7 PM**

THE CIRCLE & S. MAIN ST. TO WALNUT ST.

**LIVE MUSIC • FOOD VENDORS • BEER & WINE • ARTISAN & CRAFT VENDORS**

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LEARN MORE AT [LEHIGHVALLEYCHAMBER.ORG/MARTINONMAIN](https://LEHIGHVALLEYCHAMBER.ORG/MARTINONMAIN)

NAZARETH Chamber of Commerce

Martin & Co. EST. 1933

UMG

**BENEFITING THE AMBER LOUISE ELCHERT FOUNDATION**

## LITTLE BRITCHES GOLF CLASSIC

This foundation was inspired by our 22-year-old daughter Amber. She passed away just a few months after receiving her degree in Psychology from Muhlenberg College. She had hoped to use her degree and personal experience to help kids suffering from chronic and terminal illnesses. One of Amber's final wishes was, "I want you to continue to help other kids like me after I am gone. You were my protector and I trusted you daddy. I want you to protect and help other kids." She was born with the odds stacked against her and not expected to live past 6 months of age. Her life and wish have helped over 450 children across the United States in 2022. Our foundation grants scholarships to local kids facing challenges as well as ships Amber's Packages of Love across the nation. We have donated almost \$20,000 in toys to Lehigh Valley Reilly Children's Hospital in 2022, through Operation Amber Christmas, our 5 year total is over \$100K. We also provide grief support services in the Slate Belt area for 13 weeks each year.

**GREEN POND COUNTRY CLUB**  
3604 FARMERSVILLE ROAD  
BETHLEHEM, PA 18020

**SATURDAY, SEPT 30, 2023**  
12:30 REGISTRATION | 1:30 SHOTGUN START | 6:30 DINNER  
\$110 per golfer | FOUR PERSON SCRAMBLE | \$440 per team

ENTRY FEE INCLUDES: Greens Fee, Cart, Hot Dog or Hamburger with Drink, Dinner with Drinks, Golfer Swag Bag, Prizes

FOR MORE INFORMATION CONTACT:  
Deacon Frank Elchert (484) 903-0508  
[frank@amberelchertfoundation.org](mailto:frank@amberelchertfoundation.org)  
Byron Bachman (610) 849-3232  
[BBachman300@gmail.com](mailto:BBachman300@gmail.com)

FOR MORE INFORMATION ON OUR FOUNDATION: [WWW.AMBERELCHERTFOUNDATION.ORG](http://WWW.AMBERELCHERTFOUNDATION.ORG)

We would like for you to be a part of a local charity event that benefits truly special kids like Amber!

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GOLFER 1 NAME: \_\_\_\_\_

GOLFER 2 NAME: \_\_\_\_\_

GOLFER 3 NAME: \_\_\_\_\_

GOLFER 4 NAME: \_\_\_\_\_

**PAYMENT INFORMATION**

☐ CASH ☐ CHECK # \_\_\_\_\_

☐ PAY ONLINE WITH CREDIT CARD

**PLEASE SEND PAYMENTS TO:**  
Amber Louise Elchert Foundation  
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**Amber Louise Elchert Foundation**  
"Empowering Youth and Inspiring Hope"