

COMMERCE

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Craig Scott Entertainment

The opening of the Bloomingdale's Willowbrook and Bridgewater Commons stores last year needed to be a special event. The upscale retailer turned to Craig Scott Entertainment to make it happen.

Music from jazz trios, calypso bands, a Dixieland band and even a marching band greeted shoppers as stilt walkers, clowns, and balloon and caricature artist brought smiles to people's faces. There were CD Recording Booths, and a memorable, positive feeling was the take-away from the event – exactly what Bloomingdale's wanted.

"The opening festivities actually continued for three days," explains Scott Hornak, CEO of Craig Scott Entertainment, which has built a strong reputation in Bergen County over the last two decades. "Even the Bloomingdale's stores in other locations had entertainment to celebrate the new openings in New Jersey. We had at least 115 acts going on over a three-day period."

Craig Scott Entertainment has provided entertainment for companies such as The New York Stock Exchange, Saks Fifth Avenue, EDS, Lladro USA, Huffman Koos, Fujinon, Inc. and R.R. Donnelley & Sons. "We also do quite a few of the hospital galas," says Hornak. "When it comes to planning and designing entertainment that will guarantee the success of your event, you are only limited by your imagination."



Putting the 'Special' in Special Event

"I know there are other entertainment companies around, but we can definitely can provide more for the specialty market," explains COO Nick Dellosa. "There aren't to many other companies that can supply a French band, authentic Chinese Ensemble, Brazilian/Flamenco trio or even a Brazilian or Broadway Dance Troop."

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