

Advertising group to hold event at the Moonshine Theater on Adams Ave.

by aafnepa | Jun 25, 2014 | Club News, News | 0 comments



AMERICAN ADVERTISING FEDERATION

NORTHEAST PENNSYLVANIA

KASEY FEATHER

Published: June 25, 2014

A historic downtown theater that sat dark for a decade will soon have a new name up in lights.

The American Advertising Federation of Northeast Pennsylvania is hosting “Mixer at the Moonshine” Thursday at 6 p.m. at the Moonshine Theater, 339 Adams Ave.

This year's mixer comes with a twist — guests can help choose a new name for the 120-year-old house.

The event is a sort of homecoming for the industry group, which hosted the American Advertisement Awards at the Moonshine nearly 30 years ago, said Christa Vinciguerra, vice president of AAFNEPA.

The local chapter of the nationwide nonprofit American Advertising Federation shares a mission to “support the growth and innovation of advertising and marketing within the Northeast Pennsylvania Community,” said director Joey Zarccone.

The annual mixer is held to honor board members and introduce those stepping into new positions. Ms. Vinciguerra will be named president. Nine others will join the board.

“Every year, the mixer is a fun thing that allows people to hang out, have a cocktail and meet new people,” Mr. Zarccone said.

“This year we are really excited to partner with the Moonshine,” Mr. Zarccone said. “It is an iconic place in Scranton that hasn't been (used) in a decade.”

The Moonshine, purchased by Charles Jefferson and his investment group, Jefferson-Werner LLC, in April, is undergoing more than \$1 million worth of renovations.

Mr. Jefferson and AAFNEPA are working together to produce 10 potential names for the establishment. At the mixer, guests will be invited to pick a favorite or make suggestions.

Once renamed, the former Vaudeville mainstay will again host performing arts, live music and other events, said Jessica Kalinoski, the property manager. Renovations should be complete by the end of the year and opening night in autumn, Ms. Kalinoski said.

The event, which runs from 6 to 8 p.m., is open to the public. Admission is \$5 for those who RSVP or \$10 at the door.

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