

## Ribbon Cuttings Are More Than Photo Ops

### Why You Should Attend Local Ribbon Cuttings

Ribbon Cuttings conjure up images of local politicians or celebrities posing for photos to celebrate the opening of a new business. It's our way of recognizing the efforts and success of our local businesses, so yes, we love doing ribbon cuttings and inviting local dignitaries to partake in the celebration. But ribbon cuttings are about a lot more than photo ops and smiling faces.

This ceremonial function has its roots across the pond in European wedding

traditions. In France, the bride would cut a ribbon that had been stretched across the road as her groom escorted her to the church.

This tradition represented the couple

overcoming obstacles together. In Italy, the bride or her father would cut a ribbon stretched across the door of her home, symbolizing her newfound freedom and her leaving the nest to begin her new life with her husband. \*



The first recorded commercial application of this symbolic tradition is from Union Parish, LA around 1898 when the community celebrated the opening of a railroad line in northern Louisiana. What opportunity that must have presented to the local businesses, from booksellers to farmers!



*1: McDowell Hospital's Nuclear Med facility creates a whole new level of health care for our community!*

For the Chamber, they symbolize and celebrate the entrepreneurial spirit and a new beginning: GROWTH. These celebratory gatherings represent the overcoming of struggles not seen on the smiling faces forever set in historical happiness on the front page of the paper. They represent new opportunities to establish relationships within the community that can *then*, create even more opportunities and spark the inventive spirit in the curious onlooker or budding business person.

So, the next time you read about an upcoming Ribbon Cutting, you may want to attend. It just might spark a new passion for your business or to launch that new idea you've been pondering. [Read on](#) about our brave and hardworking community members that have celebrated Ribbon Cuttings this year. And don't forget to stop in and say hello! I'm sure they'll appreciate it.

*\*site reference: Wikipedia*