

join  
us

Town of Pike Road  
**ENHANCE**  
initiative   
*creating quality of life*



*this quarter's program is sponsored by*

**ASE Credit Union**

*lunch will be from*

**SweetCreek Farm Market**

reserve  
your seat  
today!

The Pike Road Business  
Association,  
in partnership with  
OutReach at Auburn Montgomery,  
invite you to attend the next

**Lunch & Learn**

Thursday, December 15, 2016

11:30 a.m. to 1:00 p.m.

Pike Road Town Hall, 9575 Vaughn Road

Presentation: "Charles Dickens and Christmas: Victorian Author, Actor, Marketing Genius"

Speaker: Dr. Elizabeth Woodworth,

Honors Associate Professor, Department of English & Philosophy, Auburn Montgomery

When Dickens published *A Christmas Carol*, at his own expense, he had very little idea of the long-lasting impact it would have on our culture. However, he didn't wait to capitalize on what he saw as an opportunity to go beyond mere authorship, delving into what we modern observers might consider a brilliant marketing campaign. He parlayed his understanding and experience of the stage to bring *A Christmas Carol* to a much wider audience than just the avid readers of the 19th century. By the end of his life, he was certain that this beloved Christmas tale would be told and re-told for decades to come .



Seating is limited, and lunch is provided.  
Please reserve your seat by contacting:  
Liz Craig at [liz@pikeroad.us](mailto:liz@pikeroad.us) or (334) 495-4106.



**OutReach**  
at AUBURN MONTGOMERY

*Engaging the Spirit of Community*