City of Crystal Lake

# MEDIA RELEASE

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## New Businesses Entering the Crystal Lake Market

**Crystal Lake** - is experiencing a surge of exciting new commercial activity! Orange Theory, an American boutique fitness studio that provides full body workout classes opened earlier this month and will be having a Grand Opening event on August 29th at 6232 Northwest Highway. The City is also excited to welcome a wide array of new entrants to the market that will be opening later this year and early next year including Nothing Bundt Cakes, Sierra, Daiso and Michaels.

Sierra is a bargain retailer like TJ Maxx but for outside gear and sporting clothes, offering a wide variety of known quality brands at discount prices, located at 5794 Northwest Highway. This will be the first Sierra location in the McHenry County area.

Nothing Bundt Cakes, opening in the Bohl Farm Marketplace Shopping Center, specializes in bundt cakes and individual bite-size bundtinis in various flavors for all occasions. They have over 500 bakery locations in over 40 states and have become the nation's largest specialty cake company offering a modern spin on a classic treat.

The former Buy Buy Baby site will be divided into two spaces for Michaels and Daiso. Daiso is a family owned company, known for a vast array of products including Japanese inspired home decor, stationery, food, and beauty products. They currently have locations in California, Washington and Texas and will be expanding into the Illinois market. Michaels, a national arts and crafts store offers a wide range of products including frames and seasonal decor.

Together these retailers have something for everyone and encompass a wide range of products that will be beneficial to the expanding retail offerings in the community.

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