



Contact: Debbie Wilmot  
Public Information Officer  
City of Lafayette  
[www.cityoflafayette.com](http://www.cityoflafayette.com)  
[debbiew@cityoflafayette.com](mailto:debbiew@cityoflafayette.com)  
1290 S. Public Rd  
Lafayette, CO 80026  
Phone 303-665-5588 ext.3455

# News Release

FOR IMMEDIATE RELEASE

## **JAX Mercantile expands into second Lafayette store**

**LAFAYETTE, Colo December 12, 2012** – “Grown-Up and Still Having Fun!” is an advertising tagline for JAX Mercantile, a Colorado-based company with a strong presence in Lafayette. A recent expansion into a second Lafayette location is proof that JAX is actually still growing – and having fun in the process.

Lafayette’s original 37,000 square foot JAX Outdoor Gear store opened in June 2010 and offers footwear, outdoor apparel, as well as camping, climbing, hunting, fishing, and shooting supplies. On November 17, the fifty-seven year old company hosted a soft opening of their second store, JAX Ranch and Home. The additional 45,000 square foot retail store is home to pet and equine supplies, hardware, paint, western wear, and an assortment of lawn and garden supplies and equipment. Plans are being made to hold a full on Grand Opening in the spring when the farm and home improvement markets are most active.

According to company officials, the original Lafayette JAX store has continued to exceed their initial expectations. The expansion into a second nearby location will allow for broader product selection and depth to better serve the local community and strengthen the draw of JAX to the Boulder, Broomfield, and Longmont markets.

JAX Mercantile purchased the Plaza Lafayette Shopping Center that is now anchored by its new Ranch and Home store and is looking for tenants to join in the area’s fresh energy. JAX estimates the new store will experience an estimated 700 daily customers and will bring upwards of 27 new jobs to Lafayette.

JAX Ranch and Home Contact:  
Brandon Alber, Lafayette Store Manager  
303/665-4900

# # #