



THE RYE

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Downtown Rye Was a Natural for Commercial

In late May, Gerri Piovesan, owner of Poppy's Cafe, a 23-year Rye staple, was approached by a gentleman asking if she would be open to having a commercial filmed in the cafe. She didn't think much about it and went back to work. Several days later, the gentleman returned and confirmed that they would indeed be shooting at Poppy's on May 29.

Rye was one of several locations scouted for the commercial, Dobbs Ferry and Mamaroneck were also being considered, but



Rye won out because of its small town community feel and layout. Several locations were used for the commercial, including the Smoke Shop and parts of Purchase Street. Poppy's and the Smoke Shop were chosen because of their old-fashioned character, said the producer.

Piovesan opened the cafe at 6:30 a.m. the morning after Memorial Day, and although the cafe was closed her faithful customers shuffled in and out right up until the shooting began. She served them breakfast and coffee just like any other morning.

The crew then asked her to make a few pots of coffee, cook up five plates of burgers and grilled cheese meals as props for the commercial.

"What a great experience it was," said Piovesan. "I am honored that they chose Poppy's as a location for the commercial. Everyone working on the com-

mercial went out of their way to be courteous and respectful."

The commercial is set up like a mini-musical, with one song playing throughout. After purchasing a Lotto ticket at the Smoke Shop, the characters make their way to Poppy's Cafe. Along the way, characters in the scene pass each other and sing different parts of the song.

