

Get a Life

Bridle jitters

If you somehow failed to notice that a new discount store is opening in Center City, don't blame Rachel Ezekiel-Fishbein. For the past month, the Philadelphia publicist has been working to spread the word about the big new Filene's Basement store that opens on Chestnut Street this morning.

She badgered the press for coverage. She badgered the mayor to donate some old clothes to a pre-opening charity event. She convinced the casts from both "Fiddler on the Roof" and "Forever Plaid" to do the same.

About the only thing she and her promotions staff couldn't pull off was a photo opportunity whereby a Paul Revere look-alike was supposed to ride into town at noon today shouting, "The Basement is coming! The Basement is coming!"

"The decision was, it was just too much," Ezekiel-Fishbein says. As it stands, the Ferko String Band will perform, a Ben Franklin look-alike will appear, and a ceremonial exchange of a two-foot soft pretzel will take place.

The decision to ax the horse stunt will come as a disappointment to Philadelphians who love excess (most of us). But it made Ezekiel-Fishbein's life a lot easier. "These days," she says, "it's sort of hard to get a Paul Revere who can ride a horse."

