



## FOR IMMEDIATE RELEASE

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### **Pearl District Business Association Announces Holidays in the Pearl**

**Portland, OR – November 18, 2009** – The Pearl District Business Association, one of the most active business advocacy groups in the City, announced details today of its' ***Holidays in the Pearl*** program to support local, Pearl District businesses during the 2009 Holiday Season. ***Holidays in the Pearl*** is a six-week promotion that includes more than 75 participating retail stores with a wide range of events as follows:

- **2009 Holiday Big Reveal**, November 28, 2009 (10 am) District wide. Dozens of Pearl merchants will unveil fabulous window displays on the Saturday following Thanksgiving. Families are welcome to tour the Pearl and select their favorite window. Highlights you won't want to miss include *Anthropologie* (1125 NW Couch), *Green Frog Toys* (1031 NW 11<sup>th</sup>), *Physical Element* (1124 NW Lovejoy), *West Elm* (1201 NW Couch), *Moule* (1225 NW Everett), or *Mabel and Zora* (748 NW 11<sup>th</sup>). Window displays are all family-friendly and include traditional, original, non-conventional and absolutely creative designs. A family tradition every year!
- **2009 Pearl District Tree Lighting Ceremony**, November 28, 2009 (5 pm) at Jamison Square, 810 NW 11<sup>th</sup> Avenue. The annual Pearl District Tree Lighting Ceremony attracts hundreds of families. This year entertainment is provided by *Radio Disney* and their dance team, as well as *Oregon Repertory Lyric Singers* featuring girl singers from various Portland high schools. The Pearl District has also partnered with *Make-A-Wish Foundation® of Oregon* who will be granting a wish at the ceremony this year when they kick-off their 2009 Season of Wishes campaign. The event is free and includes free hot chocolate and coffee provided by Pearl Church, cookies by City Bible Church and a special appearance by

Santa Claus courtesy of Little Urbanites. The public is encouraged to bring Holiday non-perishable, canned goods to donate for the annual *Pearl District Food Drive* which runs from Thanksgiving to December 24<sup>th</sup>.

- **Portland Center Stage Holiday Oasis**, November 28, 2009, 128 NW 11<sup>th</sup> (11am-7 pm). Stop By *Portland Center Stage's "Holiday Oasis"* on Saturday- As you storm the Pearl District for the best post-Thanksgiving deals on Saturday, take a pause in the gorgeous surroundings of the historic Armory to refuel with some special treats, relax with a free 15 minute chair massage, and refresh with some live holiday jazz and a specialty cocktail on the mezzanine. Store your packages at our monitored "Package Check," get your gifts wrapped at our wrapping station, and give the kids some downtime (and free hot cocoa!) in our Kids Coloring Lounge.
- **First Thursday in the Pearl District**, December 3, 2009 (5 pm – 9 pm or after) District wide. Dozens of Pearl District Businesses will be open extended hours on the First Thursday in December. In addition, dozens of art galleries will be open in support of artists and will offer typical First Thursday fare (wine, cheese, holiday treats) throughout the Pearl District. Support the arts and enjoy great retail stores on a day where you can shop late and enjoy Holidays in the Pearl.
- **Art Institute of Portland Holiday Bazaar**, December 3-5, 2009, 1122 NW Davis Street (open Friday 5pm-10 pm, Saturday 11am-8pm and Sunday 11am-8pm). This event is a fundraiser for The Art Institute of *Portland Creative Arts Scholarship Fund* and is for the sale of handmade items. All sales are cash only. In addition to showcasing local artists, craftspeople and merchants this free event is open to the public. Santa Claus also appears for children and families. Please bring a non-perishable food item and donate it for the Pearl District food drive.
- For events after December 6, 2009 please visit [www.ExploreThePearl.com](http://www.ExploreThePearl.com) for details.

In addition to special events scheduled throughout the holiday season, the Pearl District is offering the **2009 Holiday Pearl Pass**. Inspired by the highly successful Street of Dreams Pearl Pass, the Holiday version of the rewards card offers consumers special discounts, gifts with purchase, access to sales and specials on spa services and food and beverage across the district. The card may be downloaded by visiting <http://www.explorethepearl.com/Events/Holiday-in-the->

[Pearl-Pearl-Pass](#) or Pearl Passes can be picked up at any participating merchant location.

Other events planned in the Pearl District during the Holiday Season include:

- **Friends & Family Week** – A special one week sales event for staff and employees within the Pearl District. Receive special bonus discounts when you live, work and shop in the Pearl District. To learn more about the Pearl Pass contact your employer or favorite store and ask for the special website link to the *Friends & Family* offers.
- **Holiday Food Drive** – From November 28, 2009 through December 24<sup>th</sup>, the Pearl District Business and Neighborhood Associations have partnered to help create 200 food baskets for families in need. Gift Baskets include turkey or ham, potatoes, stuffing, vegetables, dinner rolls and dessert. All Gift Baskets will be delivered to the homebound by *Radio Cab*. Over 20 locations will be available to drop off non-perishables. Perishables should be dropped off December 21-23 only to prevent waste or thawing. All perishables will be kept frozen and/or refrigerated courtesy of *The International Culinary School at The Art Institute of Portland*.
- **Shop & Stay Program** – Pearl District hotel partners: *The Benson Hotel* (309 SW Broadway), *Courtyard by Marriott at Portland City Center* (550 SW Oak Street), *Inn at Northrup Station* (2025 NW Northrup Street) and *Mark Spencer Hotel* (409 SW 11<sup>th</sup>) each offer Shop & Stay programs with great pricing on hotel stays and easily downloadable lists of where to stop, dine and visit in the Pearl District. Each hotel will offer guests Pearl Passes during their stay. Stay in Portland and shop without sales tax while visiting Oregon. Make sure the Pearl District is at the top of your places to visit.
- **Go See Portland Pearl District Holidays in Pearl Tour** – Anyone can visit [www.GoSeePortland.com](http://www.GoSeePortland.com) and click on the tours for the Holidays in the Pearl Tour. Learn more about each business on this interactive map or print out the tour for a quick and easy tour agenda.

“**Holidays in the Pearl**” is an essential program for the Pearl District,” claimed Adele Nofield, President of the Pearl District Business Association recently.

“Portlanders understand that for every \$1 spent locally another \$14 is generated. 80% of all Pearl Businesses are locally-owned, stand alone businesses that depend on consumers to keep them alive this year. The PDBA is working hard to

make sure people understand they have a choice – and they should spend locally if possible,” Nofield concluded.

The PDBA reminds consumers that when they purchase goods at malls with national tenants (or on the internet) -- the dollars from those sales are not re-circulated locally, but rather sloughed out of the local economy.

In addition to shopping, the Pearl District offers outstanding, cultural dining experiences, spa services and a wide range of unique, one-of-a-kind gift certificates to suit a wide variety of tastes and budgets. The Pearl District offers retail shopping for families, including children, as well as men, women, pets, more than 30 art galleries, and more than 60 home furnishing companies.

For information on the Pearl District Business Association pick up the November/December issue of Explore The Pearl Magazine at dozens of locations throughout the Pearl District, in downtown Portland or on the web or visit [www.ExploreThePearl.com](http://www.ExploreThePearl.com).

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