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**PEARL DISTRICT BUSINESS ASSOCIATION
GETS INTO HOLIDAY SPIRIT BY CREATING NEW FAMILY TRADITION**

Portland, OR, October 1, 2008 – The Pearl District Business Association (PDBA) announced plans today for the first annual “Pearl District Holiday Big Reveal”.

The Pearl District Holiday Big Reveal will establish the Pearl District as the newest place to create fun family holiday tradition when more than 50 amazing window displays will simultaneously be unveiled on Saturday November 29th (the Saturday after Thanksgiving) at 10 a.m. It will be a perfect place to bring families, out-of-town guests and friends to get into the spirit of the holiday season and enjoy the unique imagery that these windows will provide.

Pearl District merchants will cover their store windows on Thanksgiving Eve (Wednesday, November 26, 2008) with bold graphics, indicating their participation in the upcoming event. Some of the merchants will have previously teamed with visual arts, design and fashion students from the Art Institute of Portland to design their windows. Participants will busily begin the process of installing their unique, family friendly and sometimes very artistic window dressings so as to be completed just in time for Saturday’s “Big Reveal”.

In addition to the fun of exploring the district to see all of the windows, the Pearl District Business Association (PDBA) and participating merchants will feature an array of entertainment during that weekend including a tree lighting ceremony in Jamison Square Park, live performances by area choirs, strolling carolers, and a bevy of holiday-trimmed pedicabs to kick-off the holiday spirit.

Pearl District residents will also enjoy an additional benefit. Each weekend from November 29th through December 21st, residents who shop, dine or enjoy personal services anywhere in the district will be eligible for a free ride home courtesy of Zip Car! While being chauffeured to their place of residence, they will have the opportunity to learn more about the environmentally savvy alternative transportation option that Zip Car provides.

All of this ties into The Pearl District Business Association’s theme for the Holidays - “It’s Not a Mall World After All”. Jo Carter, owner of Physical Element and a leader in the Pearl District retail community, stated “The Pearl District is a unique experience. We are not a mall or lifestyle center. In Oregon basically every mall has the same stores, the same food vendors – it is virtually the same experience no matter which mall you go to. Because of its many one-of-a-kind stores restaurants and art galleries, the Pearl District offers a place where you can spend an hour, several hours or an entire weekend exploring, discovering and enjoying a completely unique experience”.

Adele Nofield, President of the Pearl District Business Association and owner of Wilf's Restaurant, added, "It's not a Mall World in the Pearl District because we offer exemplary service, a wide range of unique gifts, gift cards for everything imaginable including a spa day, as well as great options for enjoying a holiday meal with your family".

A complete list of merchants participating in the "Holiday Big Reveal" will be available soon on the Pearl District website: www.ExploreThePearl.com.

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