



***FOR IMMEDIATE RELEASE***

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**PEARL DISTRICT 2008 HOLIDAY BIG REVEAL PROGRAM**  
**Experience Portland's Biggest Holiday Window Display**

Portland, OR, November 17, 2008 – The Pearl District Business Association (PDBA) announced plans today for the first annual “Pearl District Holiday Big Reveal” event which will showcase Portland’s biggest holiday window display.

The Pearl District Holiday Big Reveal will include the following:

- On **Wednesday, November 26, 2008** Pearl District merchants will be covering part of their display windows and creating holiday displays inside their stores, restaurants and businesses.
- Holiday window displays created by more than 70 participating Pearl District merchants will be simultaneously unveiled **on Saturday, November 29, 2008 at 10 am**. Many windows have been created in association with students from the Art Institute of Portland.
- In addition to amazing, inventive, exciting and beautiful holiday window displays, Pearl District businesses will be **offering special programs**, free cider and hot chocolate and other treats on Saturday and Sunday, November 29-30, 2008.
- The Pearl District Big Reveal is 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 – **there is no cost or admission** to enjoy the window displays.
- The Pearl District Holiday Big Reveal has partnered with the Portland Chapter of the **Make-A-Wish Foundation® of Oregon** and its holiday campaign, *A Season of Wishes*. Proceeds from participating members and donations from the public will benefit this non-profit organization throughout the holiday season.
- On **Saturday, November 29, 2009 at 5 pm** the Pearl District Holiday Big Reveal will have a formal **Holiday Tree Lighting Ceremony** at Jamison Square. Guests should expect the following:
  - Witness the delight of 5-year-old wish kid McKenna during The Holiday Big Reveal Tree Lighting Ceremony. McKenna, one of the recipients of a Disney princess wish from the Make-A-Wish Foundation of Oregon, will wave a magic wand to light the Jamison Square tree.
  - As the Holiday Tree is lit the **Oregon Repertory Singer's Brillante Choir** will begin singing to help usher in the holiday season.
  - **Free** stars and other gifts and goodies will be handed out to guests and families.

- 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.
- During The Pearl District Holiday Big Reveal more than **25 restaurants and food/beverage merchants will be offering guests special food discounts** including free appetizers, 2-for-1 deals and more when they shop and eat/drink in the Pearl.
- The official slogan of The Pearl District Holiday Big Reveal is **“It’s Not a Mall World After All!”**
- **Shop Local/Shop the Pearl** is critical this holiday season. When shopping dollars are spent on-line or with national retailers those dollars are shipped out of Oregon and adversely impact the local economy. 75% of the merchants in the Pearl District are small, locally-owned businesses, so shopping locally including shopping in the Pearl keeps local dollars within Oregon and helping sustain jobs and our local economy. For more reasons on why you should shop local visit: <http://www.staylocal.org/info/why>

A complete list of merchants and images of their windows and storefronts is available on the Pearl District website: [www.ExploreThePearl.com](http://www.ExploreThePearl.com).

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