



FOR IMMEDIATE RELEASE

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**PEARL DISTRICT PREPARES FOR AFTER HOLIDAY SALES
As Record Snows Subsides Pearl Prepared Bargains for Holiday Shoppers**

Portland, OR, December 22, 2008 – The Pearl District Business Association (PDBA) and its nearly two hundred (200) members businesses announced plans to welcome holiday shoppers as Portland coldest winter storm subsides.

“Many businesses were hit hard by the heavy pre-Christmas snow storm,” explained Adele Nofield, President, Pearl District Business Association. “Bad weather for Portlanders will translate into great bargains, discounts, special deals, food and beverage specials and more,” Nofield continued.

“We understand that people have been cooped up by the weather and many consumers were unable to complete all their holiday shopping as well. We’ve heard from many of our retailers, home furnishing companies, grocery store and spa/salon service providers that they are creating their biggest sales events ever because of the storm. In fact, several stores are offering discounts of up to 80%. It is amazing and underscores that Pearl District merchants want to bring shoppers back into the Pearl after this record storm,” Nofield concluded.

Information on the Pearl District can be found at www.ExploreThePearl.com. The PDBA is adding a special section of offers to the website called The Pearl District Stimulus Package (click on the graphic for details) or visit the business directory for individual business listings.

The Pearl District encourages Portlanders to 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>.

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