



FOR IMMEDIATE RELEASE
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DOWNTOWN PITTSBURGH WELCOMES FIVE POP UPS FOR A LIMITED HOLIDAY RUN

- **Offering unique experiences only available in Downtown**
- **Return of last year's hugely successful holiday pop up bar**
 - **Two new retail pop ups**
 - **One unique, historical cinematic experience**
- **Other activities to support holiday shopping in Downtown**

(Downtown Pittsburgh, PA) The Pittsburgh Downtown Partnership at their annual Holiday Press Conference announced that five unique pop up experiences will be heading to the Golden Triangle this Holiday Season. The 2017 Holiday Season pop ups further the PDP's commitment to enhance the Downtown retail landscape.

"We have welcomed multiple pop up shops to Downtown over the last several years and have seen them add to the retail fabric of the Golden Triangle," said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership. "Last year, we assisted Steel City to bring its online Pittsburgh apparel shop into Downtown with a holiday storefront that has since become a fantastic, permanent brick-and-mortar retail location on Smithfield Street. We also worked with Miracle on Liberty with its holiday pop up bar and are thrilled to have it return this year to a new location. We are equally happy to support three new pop ups opening on Comcast Light Up Night® that will provide more reasons for people to visit Downtown this Holiday Season."

The 2017 Downtown Pittsburgh Holiday Season pop ups include:

Miracle on Market, 20 Market Square in The Original Oyster House. This popular holiday pop up bar returns featuring tasty themed cocktails with familiar names, festive decorations, staff decked out in their finest ugly sweaters, and guaranteed yuletide fun. A portion of proceeds from the pop up cocktail bar will be donated to 412 Food Rescue. Miracle on Market opens on Black Friday (11/24) and runs through New Year's Eve (12/31).

Hours of Operation: 4 p.m. to midnight seven days per week

Technogel® Sleeping Pop Up Shop, 600 Wood Street, the corner of Wood and Sixth Streets. Technogel®, a European-based gel manufacturer with its North American Headquarters in Downtown Pittsburgh, will open a holiday store featuring its cutting-edge gel molded pillows and mattresses that you can't get anywhere else. Based on expertise from more than 23 years of making life more comfortable with its proprietary gel, Technogel® has revolutionized mattresses and pillows with cool, comfortable support that's been clinically shown to help you spend more time in deep, restful sleep. The pop up shop will open on Comcast Light Up Night (11/17) and run through December. Stop by any weekday afternoon to pick up a sleep-treat!

Hours of Operation: Tuesday through Friday noon to 7:00 p.m.; Saturdays 11:00 a.m. to 5:00 p.m.

Pop Up Nickelodeon, 811 Liberty Avenue. Theater Historical Society will be opening their own Nickelodeon on Liberty Avenue, to bring this crucial piece of cinematic history to life. The exhibit will cover Pittsburgh's essential role in cinematic history including the first Nickelodeon, which was on Smithfield Street. The Pop Up Nickelodeon will screen classic films from the Nickelodeon era, including Edwin S. Porter's "The Great Train Robbery" and Georges Melies' "A Trip to the Moon," as well as short films introducing the Theatre Historical Society of America and their mission. In addition to the PDP, Pittsburgh Cultural Trust and Port Authority of Allegheny County is also sponsoring the pop up Nickelodeon. The pop up will begin on Comcast Light Up Night (11/17) and run through Highmark First Night (12/31).

Hours of Operation: Tuesday through Friday noon to 6:00 p.m.; Saturday & Sunday noon to 5:00 p.m.; Black Friday noon to 9:00 p.m.

Vignette, 807 Liberty Avenue. Moop is bringing together some of the region's best retailers to Downtown at the cozy storefront on Liberty Avenue. Vignette will feature curated collections of men's and women's clothing, canvas bags, and vintage furniture from Vestis, Pavement, Moop, and TollGate Revival and will open on Comcast Light Up Night through December 23.

Hours of Operation: Tuesday through Saturday, noon to 7:00 p.m.

Additionally, be sure to stop by Heinz Healey (160 Fifth Avenue) for the in-store pop up for new women's clothier, **Peter Lawrence**, through December. Peter Lawrence, a new sister store of Heinz Healey, will offer everything for the professional Pittsburgh woman from active wear, to business attire, and formal wear. This new high-quality women's boutique will curate brands including Frank Lyman, JoFit, Judy P, Mariana Jewelry, Metric, Sno Skins, and more.

Hours of Operation: Monday through Wednesday 9:30 a.m. to 5:30 p.m.; Thursday 9:30 a.m. to 8:00 p.m.; Friday & Saturday 9:30 a.m. to 5:30 p.m.; Sunday 11:00 a.m. to 4:00 p.m.

Free Saturday Parking, Downtown Holiday Shopping and Activities

The Peoples Gas Holiday Market™ serves as the anchor for a marketing campaign that promotes the unique combination of Holiday attractions, activities and distinctive retail available only in Downtown Pittsburgh. Retail partners in the Holiday Shopping campaign include Fifth Avenue Place and Larrimor's. We also highlight the more than 120 independent and small retailers, including more than 15 new retailers that have opened in the last 2 years. The multi-media campaign will include special Black Friday messaging to encourage people to consider Downtown for a truly festive shopping alternative on the biggest shopping day of the year.

To support the marketing campaign, the free Fifth Avenue Place Holly Trolley that circulates among Downtown's holiday hot spots will offer service every Saturday, Sunday and a bonus day on Black Friday, including a stop at the Pittsburgh Crèche at U.S. Steel Tower. Downtown visitors can hop on and off at all the shopping, family-fun and holiday sites around town.

The Pittsburgh Downtown Partnership is also coordinating an effort among local merchants to support Small Business Saturday on Saturday, November 25. Many Downtown retailers will be offering specials and in-store events for this national initiative designed to support small retailers throughout the holiday season.

The Pittsburgh Parking Authority will once again provide free parking in their garages on Saturdays (beginning November 25) and a bonus day on Black Friday. Visitors are encouraged to use the ParkPGH app to help them find the closest garage to their destination.

Visit DowntownPittsburgh.com/Holidays for more information.

About the Pittsburgh Downtown Partnership

The Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit www.DowntownPittsburgh.com, follow us on Twitter @downtownpitt and "like" us on Facebook.

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