



PITTSBURGH
DOWNTOWN
PARTNERSHIP



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**PITTSBURGH DOWNTOWN PARTNERSHIP
WELCOMES A BRILLIANT HOLIDAY SEASON OVERFLOWING WITH
FIVE FULL WEEKS OF FREE FUN AND FABULOUS SHOPPING**

57th Annual Comcast Light Up Night® includes 5 stages of free, live music and many free, family activities

Peoples Gas Holiday Market™ Transforms Market Square into Holiday Shopping Village with Santa House

5 Holiday Pop Ups bring experiences to Downtown that cannot be enjoyed anywhere else

Free Rides to Holiday Hotspots on Fifth Avenue Place Holly Trolley every Saturday and Sunday

Holiday Kidsplay Offering Free Family Activities Every Holiday Weekend

Free Saturday Parking Starting November 25

Bonus Day of Free Parking, Free Activities and Free Carriage & Trolley Rides
on Black Friday, the Biggest Shopping Day of the Year

Downtown Pittsburgh – Pittsburgh Downtown Partnership (PDP) released details and schedules for the Holiday Season in Downtown Pittsburgh, which is offering an increased selection of festive family fun that includes iconic favorites and brand new activities. This multi-faceted initiative is designed to support the Golden Triangle business community by promoting Downtown's unique combination of holiday activities and shopping.

“Downtown Pittsburgh once again will be the center of holiday events, beginning with the 57th Annual Comcast Light Up Night® that will include national acts, a packed live music and activities schedule and the grand opening of the sixth season of the Peoples Gas Holiday Market™.” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership “For five full weeks, we invite everyone to the Golden Triangle. It will be even more alive with free family activities, entertainment, holiday lights, and high quality shopping and dining. Downtown Pittsburgh offers an experience unlike any other in the region during this special time.”

Comcast Light Up Night® (please see Comcast Light Up Night® Press Release for complete schedule and details)

For the 57th year, Downtown Pittsburgh will herald the start of the Holiday Season with Comcast Light Up Night® on Friday, November 17, 2017.

Among the biggest changes for this year's event is a new footprint that will include transforming Ft. Duquesne Boulevard into a festive riverfront destination. New this year are two major stages, each with a national recording artist as headliner, which will bookend a pedestrian promenade nearly a quarter mile long with a myriad of food vendors and interactive attractions. The party builds all night to a remarkable conclusion as crowds flock to Ft. Duquesne Boulevard for the best viewing of the spectacular BNY Mellon fireworks finale.

- More -

Among the key musical headliners for Comcast Light Up Night®:

- The Comcast Main Stage, at Ft. Duquesne Boulevard and Ninth Street, will be headlined by national recording artist Andy Grammer.
- The BNY Mellon New Music Stage, at Ft. Duquesne Boulevard and Sixth Street, will be headlined by YouTube sensation Maggie Lindemann.
- The Total Sports Rockin' Blues Stage, at Stanwix Street and Penn Avenue, will be headlined by Steel Town rock icons Joe Grushecky and Jeff Jimerson and will also host the lighting of the much-loved Highmark Unity Tree.
- The EQT Jazzmasters Stage, at EQT Plaza on Liberty Ave, will be headlined by Django Festival All Stars and MCG Jazz featuring vocalists Etta Cox and Tania Grubb.

In addition, Comcast will offer free interactive attractions and entertainment as part of the evening's festivities:

- At the XFINITY Experience on The Andy Warhol Bridge and Ft. Duquesne Boulevard, people can try a winter sports virtual reality experience, warm up with a free cup of cocoa, take advantage of a charging station for cell phones and use a winter sleigh backdrop to make their own electronic holiday cards.
- At various locations Downtown, Comcast's Street Team will have special giveaways including fun holiday gifts (while supplies last).
- The Street Team will also capture images of the crowd enjoying the festivities that will be shared via social media and displayed on video screens in multiple locations. People can submit their own pictures or messages by posting images with the hashtag #LUN2017.

Comcast Light Up Night® will also feature seven different tree lightings and ceremonies across Downtown, beginning at 11:30 a.m. with the Allegheny County Courthouse Tower and Tree Lighting and concluding at 7:00 p.m. with the Highmark Unity Tree Lighting which will also feature rooftop fireworks.

There will also be many other events across Downtown on Comcast Light Up Night® including:

- One Oxford Centre – live music, Santa and his live reindeer, horse drawn carriage rides and free activities
- PPG Place – entertainment on and off the ice including the American Cancer Society's Tribute of Light
- Fifth Avenue Place – life-sized ice carvings, children's activities, live music and the always-anticipated lighting of the Highmark Unity Tree including rooftop fireworks
- BNY Mellon Fireworks Finale – best viewed from the Ft. Duquesne Boulevard pedestrian promenade between Sixth and Ninth Streets, will feature a gorgeous display by world famous Zambelli International, all choreographed to a live broadcast of music from Q92.9 FM.

Peoples Gas Holiday Market™ (please see Peoples Gas Holiday Market™ Press Release for complete details)

The Peoples Gas Holiday Market™ will return to Market Square and be open daily (except Thanksgiving) beginning on Comcast Light Up Night®, Friday, November 17 through Saturday, December 23. The Peoples Gas Holiday Market™, a charming, European-style holiday market will feature 35 vendors of international, handcrafted and Pittsburgh-themed gifts and a stage filled with entertainment by local bands and performing arts groups.

Once again, Santa will take up residence in his whimsical storybook home in Market Square where, for a donation to the Greater Pittsburgh Community Food Bank, children of all ages will have the opportunity for a complimentary photo with Santa.

New for 2017 is the Holiday Karaoke Contest! Every Monday and Tuesday evening, contestants will compete to move on to the grand finale on Monday, December 18, where one lucky winner will go home with a \$1000 grand prize!

Free Saturday Parking, Downtown Holiday Shopping and Activities

Once again, it's Downtown Pittsburgh for the Holidays. 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 stops at the Pittsburgh Crèche at U.S. Steel Tower, Holiday Kidsplay Zone, and Heinz History Center's "Very Merry Pittsburgh Exhibit." 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.

New Holiday Pop Ups (See full Holiday Pop Ups Press Release for complete details)

Downtown Pittsburgh welcomes several great Pop Ups that will only be here through the Holiday Season. The Pop Ups will be opening in Downtown through the end of November to welcome seasonal visitors.

Miracle on Market in the Oyster House, 20 Market Square – This popular holiday pop up bar returns featuring tasty, themed cocktails, crazy decorations (including the staff), and guaranteed good times all in part of Downtown's oldest restaurant – The Oyster House!

Technogel Sleeping Pop Up Shop – 600 Wood Street - offering great values on discontinued styles of pillows and mattress floor models that you can't get anywhere else.

Theater Historical Society's Pop Up Nickelodeon, 811 Liberty Avenue – Pop in here to check out what going to the movies used to be like – a Nickelodeon!

Vignette, 807 Liberty Avenue – 807 Liberty Avenue - Moop is pulling together some of the best retail in the region and bringing them to the cozy storefront on Liberty Avenue, featuring curated collections of men's and women's clothing, canvas bags and vintage furniture from Moop, Pavement, Vestis and TollGate Revival!

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.

Free Parking and Holiday Fun throughout the Golden Triangle

Thanks to the City of Pittsburgh and the Pittsburgh Parking Authority, free parking will be available in Pittsburgh Parking Authority garages on Black Friday in addition to Saturdays (beginning November 25) during the holiday season. Every Saturday visitors can take the free horse drawn carriage rides at PPG Place. On Black Friday there will be a bonus day of free horse drawn carriage and Holly Trolley rides to attractions across Downtown Pittsburgh including Holiday Kidsplay, The Crèche at the US Steel Tower, PPG Place, and Fifth Avenue Place. Carriage rides are sponsored by Highwoods Properties and Holly Trolley rides are made possible by support from Fifth Avenue Place.

Holiday Kidsplay features free, interactive, family-friendly activities every weekend

Downtown Pittsburgh will be even more fun and lively for families on weekends and Black Friday during the holiday season thanks to Holiday Kidsplay. This weekend series of free family activities will occur Downtown from noon – 5:00 p.m. every Saturday and Sunday from November 18 – December 23, plus a bonus day on Black Friday, November 24. All Kidsplay entertainment and activities will take place in 817 Liberty Avenue in the Cultural District, which is a convenient stop on the Fifth Avenue Place Holly Trolley.

Downtown Pittsburgh Holiday Website: www.DowntownPittsburgh.com/Holidays

The PDP maintains a website full of updated information about the events and activities occurring throughout Downtown Pittsburgh this holiday season. Visit the site for schedules, maps and much more about Comcast Light Up Night[®], the Peoples Gas Holiday Market[™], Kidsplay, Downtown shopping and special weekend activities.

The PDP also produces a weekly Holiday Season e-newsletter that will keep everyone informed about the exciting events, activities, cultural offerings and retailers in Downtown Pittsburgh. Sign-up to receive this e-newsletter by visiting <http://www.downtownpittsburgh.com/subscribe>.

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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