



FOR IMMEDIATE RELEASE

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PICKLESBURGH, AMERICA'S #1 SPECIALTY FOOD FESTIVAL, WILL DOUBLE IN SIZE FOR 2019

- Festival Returns to Downtown Pittsburgh from July 26 – 28, 2019
- Festival Size Doubles In Size to Include Both Roberto Clemente Bridge and Ft. Duquesne Boulevard
 - Expansion Provides More Space for Vendors and Crowds
 - Vendor Applications Open: Seeking Culinary Creativity and Pickle Purveyors
- Festival Voted #1 in America and Recognized as Signature Event for the State of Pennsylvania

Downtown Pittsburgh, PA –Have you been jonesing for some dill pickle ice cream? Missing those potato and pickle pierogis? Fancy a cocktail crafted from a pickled spirit? Well good news - Picklesburgh, recently voted the #1 Specialty Food Festival in America by readers of USA Today, will return to Downtown Pittsburgh, for three days of pickled products, live music, no-holds-barred contests, demonstrations, and of course, selfie opportunities with the 35-foot inflatable Heinz Pickle balloon. This free event will be held Friday, July 26 through Sunday, July 28, 2019.

New for 2019, the festival footprint will double in size to better accommodate the large, enthusiastic crowds that come to experience all things pickled. In addition to the Roberto Clemente Bridge, the festival will extend to the riverside lanes of Ft. Duquesne Boulevard between Stanwix and 7th Streets. The festival expansion is intended to allow for larger vendor spaces, easier access to the diverse range of products and many free samples.

“We are looking forward to welcoming Pittsburghers and visitors from far and wide as we transform Downtown Pittsburgh into Picklesburgh,” said Jeremy Waldrup, President and CEO of the Pittsburgh Downtown Partnership, the organization that produces Picklesburgh. “We have been hard at work on the design of the new festival footprint to ensure the event continues to be a success and an enjoyable experience for all who attend.”

Vendor applications are currently available at Picklesburgh.com. Creative, ready-to-eat, pickle menu items are encouraged, along with vendors of a wide variety of pickled and fermented products. Creative pickle-themed merchandise is also encouraged.

Competitive types who are interested in competing in the highly popular, and hotly contested, pickle juice drinking contest should also go to Picklesburgh.com and register for PDP's newsletter to be alerted to when registration will open closer to the event. The contest tends to fill quickly with the grand prize winner receiving a \$500 grand prize and bragging rights as this year's Mayor of Picklesburgh.

Launched in 2015, Picklesburgh has attracted national and international attention with coverage that has included the Today Show, Good Morning America, Fox News, Washington Post, Boston Globe, Travel+Leisure, and dozens of local TV stations across the country. The State of Pennsylvania featured the event in the 2019 Pennsylvania State Tourism Guide as a signature event for the state. And, it's even received global attention including 2018 coverage in a UK foodie magazine spotlighting it as one of the most interesting food festivals around the world, just as British Airways has recently begun direct service between Pittsburgh and London.

Sponsorship opportunities are still available, and inquiries can be directed to rhoward@downtownpittsburgh.com.

About Picklesburgh

Produced by the Pittsburgh Downtown Partnership (PDP), and presented by Heinz, Picklesburgh is a culinary celebration that goes beyond the dill pickle to include international dishes and handcrafted foods from local chefs that feature house-cure pickled vegetables; informative how-to demonstrations which embrace the farm-to-table movement and the rising popularity of DIY canning; fun pickle themed merchandise, live, local music, a "Li'l Gherkins" area with free kids' activities, and even a competitive pickle juice drinking contest. The festival was voted the #1 Specialty Food Festival in America by readers of USA Today in 2019. More information about Picklesburgh can be found at www.picklesburgh.com.

About the Pittsburgh Downtown Partnership

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 at <http://twitter.com/downtownpitt> and "like" us on Facebook.

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