



FOR IMMEDIATE RELEASE

September 3, 2020

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“SHOPOPOLY” RETAIL EVENT OFFERS A UNIQUE DOWNTOWN SHOPPING EXPERIENCE & PRIZE PACKAGES WHILE SUPPORTING SMALL BUSINESSES

- Event takes place Saturday, September 12 from Noon until 4:00 p.m. with 20 retailers participating
- Game cards are available for pickup on day of event from participating retailers and Market Square
 - Customers will receive a free “Reforge Downtown” tote bag with game card (*while supplies last*)
 - Prize packages worth over \$5,000 include gift cards, hotel stays, jewelry and more
- This is the first retail event created by the PDP as part of the “**REFORGE Downtown**” Initiative

DOWNTOWN PITTSBURGH, PA – To support the Downtown small business retail community hard hit by COVID-19, the Pittsburgh Downtown Partnership has created a unique shopping experience called “Shopopoly.”

Occurring September 12 from Noon to 4:00 p.m., “Shopopoly” is one of several events planned by the PDP that will focus on Downtown small businesses, and is a part of their ‘**REFORGE Downtown**’ initiative that invites the community to safely revisit and reengage with Downtown through unique events, activations, and programs.

Loosely based on the classic board game, the event encourages customers to shop at stores throughout Downtown Pittsburgh, get their free game card stamped at one of the 20 participating stores, and then be entered to win over \$5,000 worth of fabulous prizes, from retailer gift cards, to hotel stays and a \$2,500 piece of jewelry provided by Rothschild Trading Company & Brooks Diamonds, and more.

“We wanted a unique shopping experience that would excite the community and impact as many of our Downtown businesses as possible - Shopopoly seemed like a great fit! This event is a continuation of our work with the retailers to find creative ways for the community enjoy the unique experience of shopping Downtown, and also see these small businesses thrive,” said Jeremy Waldrup, President and CEO of the PDP. “Retailers need our support now more than ever, and if we value them as an important asset in maintaining a vibrant community, it is critical that we show it by shopping Downtown stores and dining at Downtown restaurants. These retailers have shown incredible determination and resilience under highly challenging circumstances. We know the community really wants to help, and ‘Shopopoly’ allows them to do that and maybe win big in the process!”

Henry Rothschild noted “the PDP has been incredibly creative in finding ways to support the small business community. This new Shopopoly retail experience offers a great opportunity to reactivate Downtown and also have the community help retailers rebound.”

Stacey Brooks, of Brooks Diamonds expressed her own excitement at being part of the retail collaborative team that committed to bringing the event to life. “It’s great how we’re supporting each other with thoughts and ideas on how to engage our community in the Downtown rebound. The PDP has helped initiate that dialog, and it’s been helpful on so many levels.”

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"The shop local movement has been gaining steam for years, but this pandemic, and its many challenges, has really ramped up the need for the movement," explains Dan Zillmer, Store Manager of Heinz Healey's. "Places like Heinz Healey's, Peter Lawrence, and all of the local Downtown businesses are what make Pittsburgh so unique. Our relationship with our customers has evolved in the last few months amid the pandemic. We're beyond thankful for loyal Pittsburghers continuing to shop with all of us Downtown."

To be entered for prize drawings, "Shopopoly" game players need to visit several participating stores in various color-coded sections of Downtown identified on the game card. The more stores visited, the greater the prize packages become.

Game cards will be available at the participating stores listed on the PDP website, or can be picked up in Market Square on the day of the event. Completed cards can also be turned in at the same locations. Drawings for the various prize packages will occur on Monday, September 14 with winners being notified by phone and by email.

As a bonus, shoppers will also receive a free "REFORGE Downtown" tote bag with their game card from participating retailers (*while supplies last*). Select retailers will also be handing out bonus gifts with purchase.

To help keep the community safe, attendees are reminded to wear face masks/coverings when out in Downtown and to practice social distancing when possible.

Details on the game, participating retailers, and prize levels are all available at DowntownPittsburgh.com/Shopopoly.

Shopopoly - Pop into the shops you love & win!

PARTICIPATING RETAIL STORE LIST:

306 Forbes Boutique & Brow Bar
Boutique La Passerelle
Brooks Diamonds
Fresh Nostalgia
Heidi Optics
Heinz Healey's
Inkwell at Oxford
Joseph Orlando Clothiers
Larrimor's
love, Pittsburgh
Market Street Grocery
Milk Shake Factory
Nicholas Coffee & Tea Co.
Oliver Flower Shop
Peter Lawrence
PG&H
Rock 'n' Joe Coffee
Rothschild Trading Company
Sinful Sweets
Steel City Clothing

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.