



## FOR IMMEDIATE RELEASE

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### **UNPRECEDENTED RESPONSE RECEIVED FOR GIFT CARD GIVE BACK INITIATIVE IN SUPPORT OF SMALL BUSINESS**

- New program, launched April 16, sees unprecedented community response with almost \$90,000 in economic impact being generated in just five days.
- New businesses are joining the initiative daily with over 65 Downtown and Strip District businesses already participating.
- New program allows website visitors to receive a 25% bonus on gift card purchases with all revenue going directly to small businesses impacted by COVID-19
- \$37,500 of start-up funding provided by the PDP, Strip District Neighbors (SDN), and sponsors; WesBanco, McCaffery, HoustonHarbaugh, and the Nina Baldwin Fisher Foundation.

**DOWNTOWN PITTSBURGH, PA** – The Pittsburgh Downtown Partnership (PDP) announced an unprecedented response to their new **Gift Card Give Back** initiative. Since launching on April 16, the official **Gift Card Give Back** online marketplace has processed almost 1,000 individual gift card purchases, resulting in almost \$90,000 in immediate economic impact for small business highly impacted by the COVID-19 crisis.

The initiative provides a significant incentive for shoppers to purchase **Gift Card Give Back** gift cards from participating small businesses with an additional 25% 'give back bonus' on every purchase while funding lasts. The new gift card marketplace is now open at: [DowntownPittsburgh.com/GiftCard](https://DowntownPittsburgh.com/GiftCard).

"This initiative has been such a creative way for customers to show their support," said Wendy Downs, owner of Downtown manufacturing and retail store, Moop. "This crisis has challenged our day-to-day operations in so many ways, but the PDP established a marketplace that allows our customers to show their love for our business by buying a gift card, and receiving a 25% bonus on top for doing so. With finances being stretched right now, these purchases are such a great help."

Aimee DiAndrea, owner of DiAnoia's Eatery in the Strip District, shared similar appreciation: "This program shows exactly how great it is to be a part of such a supportive local community at times like this. The stay-at-home mandates have obviously been difficult on small businesses like ours, but to be able to receive funds from these gift purchases is allowing us to cover operating costs right now. This program is a win-win for everyone involved."

"The support shown to these small businesses has been incredible. The goal was to bring much-needed sales during this crisis, and the community has quickly stepped up in way we could not have envisioned," said Jeremy Waldrup, President and CEO of the PDP. "We knew people wanted to help, and that has been borne out through the purchase of almost 1,000 individual gift cards on the **Gift Card Give Back** site so far. With over 65 businesses already participating online, and new businesses joining daily, we greatly appreciate the community stepping up to support our small businesses."

An initial \$20,000 was provided by the PDP with an additional \$10,000 being provided by Strip District Neighbors (SDN) to kick-start the initiative. Additional support received from WesBanco, McCaffery, HoustonHarbaugh, and the Nina Baldwin Fisher Foundation resulted in an initial \$37,500 fund pool, representing over \$187,500 in potential economic impact.

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Applications for inclusion in the initiative began Monday, April 13, and remain open to Downtown and Strip District small businesses such as restaurants, boutiques, salons, and fitness studios. Gift card purchase details, sponsorship, and business participation information are available at [DowntownPittsburgh.com/GiftCard](http://DowntownPittsburgh.com/GiftCard).

### **Active List of Participating Gift Card Give Back Businesses**

*Additional businesses are added daily, so check back often for updates.*

#### Downtown

- 306 Forbes Brow Bar & Boutique
- Alihan's Mediterranean Cuisine
- Altus-HPO
- Bae Bae's Kitchen
- Bike the Burgh Tours
- Boutique La Passerelle
- Brett James Salon
- Bridges & Bourbon
- Cardamone's salon
- Club Cycle
- Corner Mercantile Food & Provisions
- Denham & Co. Salon
- Fresh Nostalgia Boutique
- Gaucho Parrilla Argentina
- Giovanni's Pizza and Pasta
- HeidiOptics
- Heinz Healey's Gentlemen's Apparel
- Izzazu Salon, Spa & Blowout Bar
- Jacqueline's House of Beauty
- Joe and Pie Cafe Pizzeria
- Joseph Orlando Clothiers
- Kelly's Sweets and Greetings
- Larrimor's
- love, Pittsburgh
- Market St. Grocery
- Moop Shop
- Nettleton Shop
- The Original Oyster House
- Peter Lawrence Women's Apparel
- PG&H
- Proper Brick Oven & Tap Room
- Revel
- Richard DeShantz Restaurant Group - Tako, Meat and Potatoes, Pork & Beans, Butcher and the Rye, Gi-Jin
- Sienna on the Square
- Sienna Mercato
- Sinful Sweets
- Steel City
- The Carlton
- The Commoner
- The Speckled Egg
- Twelve27 Salon
- Union Standard
- Walk the Burgh Tours

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## Strip District

- Atelier de Fer, Coffee & Tea
- Bold Escape Rooms
- 'Burgh Bits & Bites Food Tour
- Colangelo's Bakery & Cafe
- Coop DeVille
- Dermal360 Skin Health Studio
- DiAnoia's Eatery
- Gaucho Parrilla Argentina
- In The Kitchen
- Jim Ludwig's Blumengarten Florist
- La Prima Espresso Company
- Mahla & Co. Antiques
- Mon Aimee Chocolat
- Pittsburgh Winery
- Pizzeria Davide
- Roland's Seafood Grill
- Stout PGH - Jiu Jitsu, MMA, Thai Boxing, & Fitness
- Strip District Meats
- Wigle Whiskey

### **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 [DowntownPittsburgh.com](http://DowntownPittsburgh.com), follow us on Twitter at [twitter.com/downtownpitt](https://twitter.com/downtownpitt) and "like" us on Facebook.

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