



FOR IMMEDIATE RELEASE

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**ONE-OF-A-KIND 'SHOPOPOLY' RETAIL EVENT RETURNS TO DOWNTOWN
OFFERING A FALL SHOPPING EXPERIENCE WITH \$6,000 IN PRIZES**

- Event takes place October 17, from 11:00 a.m. until 4:00 p.m. with 24 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 Pittsburgh' tote with game card (*while supplies last*)
- Prize packages worth over \$6,000 include gift cards, hotel stays, wellness packages, jewelry, and more
- This is the second retail event created by the PDP as part of their '**REFORGE Downtown**' Initiative

DOWNTOWN PITTSBURGH, PA – Continuing its support of the Downtown retail community impacted by COVID-19, the Pittsburgh Downtown Partnership is planning a fall-flavored reboot of its highly successful shopping experience, 'Shopopoly.'

On Saturday, October 17 from 11:00 a.m. to 4:00 p.m., the PDP's 'Shopopoly' event invites the community to safely revisit and explore Downtown stores to win prizes, as part of the ongoing '**REFORGE Downtown**' initiative.

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 24 participating stores, and then be entered to win over \$6,000 worth of fabulous prizes from retailer gift cards, to hotel stays, health and wellness prize packages, and even a \$1,500 necklace generously provided by Rothschild Trading Company & Brooks Diamonds.

"Given the tremendous success of the first event, and the retailer feedback we received, we are thrilled to be able to launch a Fall version of Shopopoly" said Jeremy Waldrup, President and CEO of the PDP. "This was a new retail crawl format for us, but every shopper noted that they would like to participate in it again, had a positive experience, and visited at least one store they'd never been to before. It was clear that the community had a great desire to get outside and have a well-considered experience while supporting these retailers, and we really couldn't be happier with the results. With a bigger prize pool and more retailers involved this time, we're encouraging folks to come and safely experience another great 'Shopopoly' day Downtown!"

Adele Morelli, Owner of Boutique La Passerelle on Wood Street stated, "The retail community is so excited for the fall-edition of Shopopoly! The turnout last month was just amazing, and so many people showed up to explore our shop and get their cards stamped. It's been a fun and safe way for shoppers to see all that Downtown has to offer, and maintain support for the locally-owned retailers."

Chris Potenza, Owner of Rock 'n' Joe Coffee, expressed his excitement at the reboot of the event. "We were thrilled to see so many people Downtown enjoying the city and participating in the event back in September. We're hoping that even more people give it a try this time, especially since there are more

great prizes to be won. Rock 'n' Joe is even hosting a Mystery Gift Giveaway to the first 100 participating shoppers, so there's plenty of reasons to come down and join the fun!"

The first Shopopoly event, in mid-September, saw over 300 people shopping, with many retailers experiencing their best day of sales since Christmas of last year, and an average of 120 visitors per store throughout the day. Shoppers from over 44 zip codes and 5 counties across the Pittsburgh region turned out to support Downtown businesses and submit their game card for prizes, with many citing 'friendly retailers', 'a fun event', and 'good to get outside' as primary reasons for participating.

The PDP noted that, 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 at the PDP tent 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 Wednesday, October 21 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.

Mask wearing will be required and social distancing advised.

Details on the October 17 game, the participating retailers, and prize levels are all available on the PDP website at: DowntownPittsburgh.com/Shopopoly

Shopopoly - Pop into the shops you love & win!

PARTICIPATING RETAIL STORE LIST:

306 Forbes Boutique & Brow Bar
Aither Yoga
Altus HPO
Boutique La Passerelle
Brooks Diamonds
Carl Herrmann Furs
Fresh Nostalgia
Heinz Healey's
Inkwell at Oxford
Joseph Orlando Clothiers
Larrimor's
love, Pittsburgh
Market Street Grocery
Nicholas Coffee & Tea Co.
Oliver Flower Shop
Peter Lawrence
PG&H
Rock 'n' Joe Coffee
Rothschild Trading Company
Sinful Sweets
Steel City
S.W. Randall Toyes and Gifts
The Milk Shake Factory
The Headgear

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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