



## FOR IMMEDIATE RELEASE

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## CONTACT

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### **PICKLESBURGH ADDS A SECOND GIANT PICKLE TO ITS NEW FOOTPRINT! XMAS IN JULY BRINGS HOLIDAY-THEMED FUN TO THE #1 FOOD FESTIVAL IN AMERICA!**

- The Pittsburgh Cultural Trust spearheads a Xmas in July celebration with special offers on holiday shows across favorite venues in the Cultural District.
- A three-story-tall (35') inflatable Heinz Pickle Ornament will be towering above the Boulevard of the Allies, adding another sense of giant dirigible delight to the signature Heinz Pickle Balloon, which will be flying high over PPG Plaza.
- Relish more holiday fun in the sun with a bigger-than-life inflatable Leg Lamp from *A Christmas Story*, photo ops with the Pittsburgh Pirates' Parrot mascot in his Santa hat, and the Nutcracker.
- Savor a taste of the holidays in summertime with a Pickled Christmas pop-up bar offering themed cocktails and quick bites, and Helmut's Strudel, the traditional favorite treat from the People's Gas Holiday Market.

**Downtown Pittsburgh** – the Pittsburgh Downtown Partnership (PDP) is excited to announce that the new footprint for Picklesburgh will serve up double the giant pickle fun with not one, but two giant inflatable pickles and *Xmas in July* festivities. Chill out in the summer heat with a touch of holiday magic when the #1 Specialty Food Festival in America returns July 21-23, 2023, in a new location on Boulevard of the Allies, featuring a three-story-tall giant Heinz Pickle Ornament that will be the centerpiece for a special *Xmas in July* celebration with the **Pittsburgh Cultural Trust**. Plus, find live music on the **Pittsburgh Pirates** stage, holiday photo ops, and creative food and drink items from local bars.

### **A DOUBLE DILL: TWO GIANT PICKLES ARE BETTER THAN ONE!**

Known as the 'World's Largest Pickle Ornament,' a 35-foot-tall inflatable version of the famous Heinz holiday decoration will be deployed on the Boulevard of the Allies to provide another selfie-worthy scene, in addition to the iconic Heinz Pickle Balloon, which will be hovering amidst the city skyline from PPG Plaza. Pickle fans who want to get a head-start on their holiday shopping can even purchase a real Heinz pickle ornament from the Heinz History Center.

### **UNWRAP THE GIFT OF THEATER WITH PRE-SALE ACCESS & DISCOUNTS TO SHOWS ACROSS THE CULTURAL DISTRICT**

This year, the holiday season starts early with the Cultural District's annual Xmas in July celebration. During all three days of Picklesburgh (July 21-23), unwrap the gift of theater with online discounts and exclusive early access to a wide variety of shows from the **Pittsburgh Cultural Trust's mobile box office, with special**

**offers from Pittsburgh Opera, Pittsburgh Public Theater, August Wilson African American Cultural Center, Pittsburgh Ballet Theatre, and more.**

Marc Fleming, Chief Marketing Officer & Vice President of Broadway Programming, Pittsburgh Cultural Trust, shares, "The Pittsburgh Downtown Partnership's Picklesburgh has fast become a Pittsburgh tradition. All of the Cultural District arts organizations are absolutely thrilled to offer special Christmas in July discounts and promotions to festivalgoers for select holiday-time and other must-see events. It's a very big dill!"

Show offers include a number of holiday hits such as *The Nutcracker*, *A Christmas Story*, and *The Science of Santa with Doktor Kaboom*, along with other non-holiday programs. Visit the onsite Pittsburgh Cultural Trust booth to learn more about upcoming performances and be entered for a chance to win free tickets to select shows. Promotions can be redeemed online through [CulturalDistrict.org/XmasinJuly](http://CulturalDistrict.org/XmasinJuly), in-person at the Theater Square Box Office, or by phone at 412-456-6666. Offers are live from 10 a.m. July 21 through 11:59 p.m. July 23. Discounts are not applicable to previously purchased tickets or in combination with other offers and are subject to availability. Additional restrictions may apply.

**GET INTO THE HOLIDAY SPIRIT IN THE SUMMER WITH LIVE MUSIC, PHOTO OPS AND 'A PICKLED CHRISTMAS' POP-UP BAR**

Live music will be front and center on the Xmas in July Stage sponsored by **Pittsburgh Pirates**, located at Boulevard of the Allies and Smithfield Street. Plus, have a seat in Santa's chair or grab memorable selfies with everyone's favorite Pittsburgh Pirate Parrot, who will be decked out in his best Santa hat, a holiday Nutcracker come to life, and a larger-than-life inflatable Leg Lamp from the classic holiday film, *A Christmas Story*.

For a taste of holiday spirit with a pickled twist, The Christmas Pickle pop-up bar will be serving up festive cocktails such as the Holijuly (vodka, pickled cranberry, allspice, lemon, pickled ginger and soda) and the Pickled Hollyburgh (pickled apple, bourbon, lemon and simple syrup), plus tasty treats like Santa's Walking Tacos and Mrs Claus' Ham Sliders. And take a bite out of Christmas with Helmut's Strudel, a true family favorite treat straight out of the annual People's Gas Holiday Market.

Stay tuned for more details coming soon, including additional components and surprises, along with specifics about programming, performers and vendors at this year's Picklesburgh festival. Visit [www.Picklesburgh.com](http://www.Picklesburgh.com) for more details and updates leading up the event.

**About Picklesburgh**

*Launched in 2015, Picklesburgh has emerged as one of Pittsburgh's signature events, having just been recognized by USA Today as #1 Best Specialty Food Festival in America for the third consecutive time and featured as a 'Signature Event' by the Commonwealth of Pennsylvania Tourism Office. It continues to build momentum and attract both national and international attention. Produced by the Pittsburgh Downtown Partnership (PDP), and presented by Kraft 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; and even a competitive pickle juice drinking contest. More information about Picklesburgh can be found at [www.picklesburgh.com](http://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](http://www.DowntownPittsburgh.com), follow us on Twitter, Facebook and Instagram @downtownpitt.*