



For immediate release:

November 21, 2016

Winterfest to Offer Holiday Shopping Options for Everyone on Your List

Nov. 26 Public Square Event to showcase a variety of local retailers and pop-up markets

DOWNTOWN CLEVELAND – This Saturday, Downtown Cleveland is the place to be when Winterfest, presented by Huntington, makes its return to Public Square and kicks off the 2016 holiday season.

Winterfest, a free family-friendly event, invites Clevelanders to experience the magic of the holiday season. Beginning at 10am, the event features entertainment and activities throughout the day for all ages, as well as several outlets for holiday shopping. From the 5th Street Arcades and the Keep It Local Winter Market to the Cleveland Bazaar Pop-Up Shop in Public Square, there are countless opportunities to find the perfect gifts from Cleveland's favorite and pop-up retailers.

"As Downtown Cleveland's residential population increases toward 25,000 residents and events like Winterfest grow, downtown retail will continue to thrive," says Michael Deemer, Executive Vice President of Business Development at Downtown Cleveland Alliance. "Locally owned shops and even national retailers add a whole new element to the fabric of our Downtown, and make events like Winterfest even more attractive to visitors."

During Winterfest, Downtown Cleveland will showcase a variety of pop-up shops across the city, including:

- *Winterfest Holiday Pop-up Shop* in Public Square will spotlight products by local artisans and makers from the *Cleveland Bazaar*, northeast Ohio's longest-running indie craft show. Additional artisans will be located at the 5th Street Arcades and in Playhouse Square's newly renovated Ohio Theatre lobby.
- *Keep It Local Cleveland* hosts the annual *Winter Market* during Winterfest at the Global Center for Health Innovation from 11 a.m. to 8 p.m.

Additionally, visit Downtown Cleveland's most treasured spots to pick up gifts for everyone in your life:

- For the loyal Clevelander, stop by *CLE Clothing* on E. 4th Street, *We Bleed Ohio* in the 5th Street Arcades and *Cleveland in a Box*, also in 5th Street Arcades.
- For the foodie, find fine chocolates, coffee and other tasty treats at *Heinen's*, or stock up on sweets at *Rocket Fizz* soda and candy shop, both on Euclid Avenue.
- For the outdoorsman, head over to *Geiger's*, on Euclid Avenue east of East 9th Street, for winter gear and accessories. *Geiger's* is also teaming up with FrontLine Service to accept gently used coats during Winterfest for distribution to the homeless throughout the county. For each coat donated, *Geiger's* will provide a \$25 discount on a new coat.
- For the clothes and accessories lover, stop by *The Arcade*, connected to The Hyatt, and shop *J3 Clothing*, *Monica Potter Home*, *Propensity Jewelers* and *The Hidden Closet*.

For more information on Winterfest and a full list of retailers in Downtown Cleveland, visit DowntownCleveland.com.

###

Downtown Cleveland Alliance

[Downtown Cleveland Alliance](#) (DCA) is a not-for-profit organization dedicated to building a dynamic downtown. By working with property owners and neighborhood based partners, DCA is able to provide economic development opportunities, business attraction and retention efforts, the Clean & Safe Ambassador Program as well as strategic marketing initiatives for Downtown Cleveland. In 2014, DCA unveiled Step Up Downtown, a vision and tactical plan that sets the course for the future of Downtown Cleveland. The five-year strategy is available to read [here](#).