



For Immediate Release  
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## **North Park Pulls Out All the Stops for Small Business Saturday** ***More than 50 music acts and live art at Mypoint Credit Union North Park Live***

North Park is known for its hip and unique small businesses that offer one-of-a-kind gifts that you can't find in traditional shopping malls. There's the popular gift shop Pigment right around the corner from the vintage clothing and accessory shop The Girl Can't Help It. And if there's a dog lover on your list, Home and Hound has a tail-wagging selection. "People tell us they love shopping in North Park because our local businesses curate an eclectic selection of gifts that can't be found in other places in the city," said Angela Landsberg, executive director of North Park Main Street. "They also understand that there are very real economic and environmental benefits to shopping at businesses owned by San Diego residents with locally made products." There's great community support for these ideals -- one shop is even named Simply Local and specializes in products only made by San Diego artists and craftspeople.

One way to support these locally owned retail establishments is to start your holiday shopping on Small Business Saturday, November 30<sup>th</sup>. This year North Park offers a one-stop event complete with food, drinks, shopping, entertainment and even free transportation. The first-ever North Park Live, a special all-day music event sponsored by My Point Credit Union, elevates the holiday shopping experience. Not only will stores offer sale prices on popular items, but 50 local artists will perform at 16 local restaurants and breweries. Local favorites like North Park Beer Co., and Tamarindo will offer free live entertainment from noon to 4pm. "You can get all of your holiday shopping done and take breaks for meals and drinks throughout the

day,” said Landsberg. “Stop by the Small Business Saturday booth and show a shopping receipt and you’ll receive a gift from American Express.”

Landsberg said that North Park Main Street and its Small Business Saturday partner American Express, are providing a free trolley for the day so people can shuttle about safely. “North Park is very walkable, but often people appreciate a ride when they’re carrying shopping bags or just want to relax on their way to the next shop,” she said.

Additionally, North Park Main Street and American Express have joined forces to unveil a new mural by local artist Bandit entitled *Love Thy Neighborhood*. “We told Bandit we wanted something that featured the individuality of North Park and we’re thrilled with what he’s creating,” said Landsberg. “The mural will be on the old Woolworth’s building on University Avenue and Illinois.”