



## News from: Office of the Mayor

### Media Release:

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## Mayor Quan calls for peace, support for Oakland's locally-owned businesses *Shoppers Enjoy Free Parking on Plaid Friday, Saturdays through New Year's*

OAKLAND – Mayor Jean Quan called on the Oakland community Thursday to rally around the city's locally-owned small businesses as they head into one of the biggest shopping weekends of the year.

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“Oakland's small businesses are a key part of the thriving diversity that makes this city a special community,” Quan said. “Plaid Friday Weekend is an important time for us to come together and support the merchants that create jobs, pay taxes that fund public services, and produce many of the creative, beautiful goods and services we enjoy.”

Quan's comments came as some businesses were cleaning up and preparing for the weekend after they were struck by vandalism and theft during three nights of demonstrations protesting recent events in Ferguson, Missouri. With help from neighbors and merchants, the Oakland Police Department has arrested many of the vandals. Over the last three days, a total of 170 arrests have been made. Photos and video collected from the community and merchants will help ensure the vandals receive the maximum sentences and fines as well as stay away orders.

While shoppers are in Oakland's commercial districts, they may notice Oakland Police Department officers on bikes which is part of expanded services thanks to recent police graduations that have grown the number of officers serving Oakland. Our dedicated officers have been called upon to be on duty through the weekend.

“We are all frustrated by the small number of people who are using these mostly peaceful demonstrations to commit criminal acts. One action we can all take to counter this negativity is to support the businesses in downtown and Temescal that have been impacted.”

Mayor Quan added, “If we are to honor the important issues raised by the events in Ferguson, we must begin by respecting the wishes of Michael Brown's family. To our demonstrators, I say let your voices be heard without violence and without harming this beautiful city and its people. To our officers, I thank you for your dedication and professionalism as we strive to facilitate safe and lawful protests. And to our residents and business owners affected by these demonstrations, I thank you for your resilience and pledge our continued partnership to help you stay safe and thrive.”

Plaid Friday was conceptualized in Oakland and is now celebrated in many cities as an alternative to the Black Friday. Plaid Friday is designed to promote both local and independently owned businesses during the holidays. Given the event's popularity, this year organizers have expanded Plaid Friday to the entire weekend of November 28-30. For more information on Plaid Friday Weekend, visit <http://www.oaklandgrown.org/plaid-friday/>.

To further support Oakland's retailers and encourage shoppers to discover the City's unique boutiques, the City is offering free parking at street meters on Plaid Friday and every Saturday until New Year's. Motorists should observe posted time limits. The free parking also applies to four City-owned parking lots and four City-owned parking garages. For complete details, please visit [www.oaklandnet.com](http://www.oaklandnet.com).

Shoppers can take a break from gift buying and sample the bounty of Oakland's thriving restaurant scene that has garnered national attention. Another regenerative activity is to partake in the many holiday events held throughout Oakland, including our many commercial neighborhoods. From carolers to carriage rides, there is something for everyone. For a roster of community events, please visit [www.oaklandnet.com/celebrations](http://www.oaklandnet.com/celebrations).

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