



For Immediate Release
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Plaid Friday Weekend Encourages Oaklanders to Shop Local this Holiday Season

Independent Merchants across Oakland Lure Shoppers with Specials, Extended Hours, Activities, Local Love

Oakland, CA – More than 200 retailers and merchants from across Oakland will mark Plaid Friday Weekend, November 24-26, with lively entertainment, holiday decorations, sales, extended hours, special events, artisan pop-ups and lots of love for the shopping community. Shoppers can skip the stress of standing in lines to have fun, find great gifts and keep their money in Oakland, supporting local businesses and bolstering Oakland’s economy.

“Behind every locally grown Oakland business there is a human story,” said Mayor Libby Schaaf. “Plaid Friday Weekend is a fun kickoff to a season of putting our money where our heart is, offering a unique way for Oaklanders to reinforce our commitment to supporting the artists and diverse entrepreneurs – the backbone of our local economy – who invest so much in this community.”

Most participating businesses will be open on Friday, Saturday and Sunday, so shoppers have all weekend to explore Oakland’s shopping districts, discover the unique gift items offered by independent retailers and experience a variety of special events. With the inclusion of places to shop, eat and have fun, Oaklanders have many options on where to spend their dollars locally. For specific offers, please visit oaklandgrown.org/holiday2017. While on the Oakland Grown website, shoppers will also find upcoming holiday events. Shoppers are encouraged to check back throughout the holiday season as event information is continuously updated.

“It’s been a wonderful year being a part of the Longfellow neighborhood and we’re looking forward to meeting more of our neighbors during Plaid Friday Weekend,” said L. Piwai Magaya, owner of Ne Ngoro Gift Shop and Boutique. “We will be sharing our love of people, culture and community through our clothing fashions, art and artisan offerings, free food and music by Solate.”

Founded in Oakland and now hosted in cities across the nation, Plaid Friday Weekend celebrates our neighborhoods and the independent retailers and merchants who make Oakland a great place to live and shop. “The idea behind Plaid Friday is that small businesses are like the individual threads that together create a strong fabric and community,” said Kerri Johnson, co-founder of Plaid Friday and owner of Marion + Rose Fine Goods. “Plaid Friday Weekend celebrates the diversity and creativity of independent businesses.”

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These retailers and merchants create a shopping experience unique to Oakland and capture the spirit and reflect the diversity of our community. As part of the shop local campaign, Oakland residents are encouraged to put their money where their hearts are by shopping locally. The theme aims to capture the immense pride and affinity residents have for Oakland.

“Plaid Friday Weekend is a great way to keep our dollars local within our community,” said Maria Alderete, owner of Luka’s Taproom and Lounge. “While we’re shopping, we need to remember the less fortunate. Luka’s will be offering several cocktails over the Plaid Friday Weekend that generate donations to the Alameda County Community Food Bank. Shop, sip, donate...all for the Oakland community.” More than a dozen merchants will make this a season of giving by supporting charities ranging from the food bank and toy drive to the American Red Cross and organizations supporting the victims of North Bay fires.

Plaid Friday Weekend marks the start of a season-long campaign to encourage local shopping. To encourage shoppers to explore Oakland’s commercial districts, the City of Oakland is offering free parking on Saturdays from Thanksgiving to New Year’s Day as well as Plaid Friday (November 24).

Free Parking Dates & Details

On Friday, November 24; Saturday, November 25; Saturday, December 2; Saturday, December 9; Saturday, December 16; Saturday, December 23 and Saturday, December 30, the City of Oakland is offering **free parking at meters** on streets throughout Oakland and at four City-owned parking lots for the time period posted on the meter or kiosk (30 minutes, 1 hour, 2 hours, 4 hours or 5 hours). The program will also provide free parking at three City-owned garages.

The free parking “holidays” apply to both standard meters and the multi-space parking kiosks located in many commercial districts. To keep the flow of shoppers moving – **standard parking rules and time limits will be enforced**. If shoppers need more time than a particular meter allows, they will need to move their cars to another available parking space at least one block away from the original space.

Participating City-Owned Lots

The free holiday parking also applies to the following **City-owned lots equipped with meters** on designated Saturdays and Plaid Friday:

- Grand Avenue Lot in the 3200 block of Grand Avenue
- LakePark lot under I-580 between Grand and Lakeshore avenues
- Piedmont Avenue Lot on Howe Street between 40th and 41st streets
- Parkway Lot on Wayne Avenue near Park Boulevard and E. 18th Street

Participating City-Owned Garages

The holiday parking program will also offer free parking on the designated Saturdays and Plaid Friday at the following **City-owned garages**:

- Franklin Plaza Garage – 19th & Franklin streets
- Montclair Garage – 6235 LaSalle Avenue
- Dalziel Garage – 16th Street between San Pablo Avenue & Clay Street

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Promotional messages about the free Saturday parking will be programmed into the Smart parking meters and the multi-space kiosks during the week of November 20. **Motorists should note and follow the maximum time limits posted.**

Why Shopping Locally is Important

By choosing to shop at local and independent businesses this holiday season, shoppers will enjoy a more distinctive and personal experience and help support Oakland businesses.

Shopping locally also helps strengthen Oakland's economy as each dollar spent at independent businesses returns three times more money¹ to our local economy than one spent at a chain store and almost 50 times more than buying from an online mega-retailer.

In addition, independent businesses employ more people directly per dollar of revenue and they buy goods and services from other local companies creating even more jobs and opportunities for local entrepreneurs. They also generate more tax revenue per sales dollar.

About Plaid Friday

The national movement, Plaid Friday, was founded in Oakland in 2008. Plaid Friday Weekend is the more relaxing, enjoyable and inspired shopping alternative to the big box "Black Friday" experience. It is designed to promote the many social and economic benefits of spending time and dollars with independently-owned businesses on the busiest shopping day of the year and all season long.

On November 7, 2017, the Oakland City Council [adopted a resolution](#) declaring November 24-26, 2017 as Oakland Plaid Friday Weekend.

The 2017 Plaid Friday Weekend program is sponsored by Oakland Grown, Townsquared, *East Bay Express* and the City of Oakland. New for 2017, Visit Oakland, the city's destination marketing organization, is bringing the Plaid Friday Weekend message to visitors. Participating hotels will use themed key card envelopes, distribute Plaid Friday Weekend information cards and have their hotel front desk staff wear promotional buttons.

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¹"The Multiplier Effect of Local Independent Business Ownership," [American Independent Business Alliance](#).

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