



FOR IMMEDIATE RELEASE

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**'Tis the season to support local!**

*Scranton Tomorrow launches Light Up Downtown Scranton campaign*

**(SCRANTON, PA)** — As part of an ongoing series to promote locally-owned businesses, Scranton Tomorrow has created the *Light Up Downtown Scranton* holiday campaign. Light Up Downtown Scranton is designed to encourage everyone in the community to shop and dine in the Downtown Scranton Business District this holiday season. Promotions run through January 1, 2021, and include:

- **Downtown Drive-Thru**, through January 1, 2021: Via social media, Scranton Tomorrow will remind everyone in the community that many Downtown shops and eateries offer curbside delivery in addition to indoor shopping and dining. Look for the official Downtown Drive-Thru car on Scranton Tomorrow's Facebook and Instagram pages.
- **Online Downtown Dining & Shopping Guides**: Comprehensive listings of boutiques, restaurants, and pubs in the Downtown Scranton Business District on Scranton Tomorrow's website ([scrantontomorrow.org](http://scrantontomorrow.org)) makes supporting local easier than ever. Be sure to follow Scranton Tomorrow on Facebook and Instagram for updates.
- **Shop Your Way**, November 13, 14, 15: Every shopping style is accommodated this holiday season as business owners offer multiple shopping options, including: in-store, by-appointment, online, curbside pickup, and delivery. Gift certificates are also available. Shop Your Way kicks off on November 13 with special incentives from participating businesses. For a list of participating businesses, visit <https://www.scrantontomorrow.org/post/shop-your-way-in-downtown-scranton>.
- **Home for the Holidays**, November 14 to 21: Before they head home for the holidays, college students in Scranton will enjoy special incentives and promotions from participating businesses in Downtown Scranton with presentation of valid student ID.
- **Holiday Window Showcase**, November 25 - January 1, 2021: The Holiday Window Showcase featuring magical holiday displays in more than 50 businesses in Downtown Scranton opens the night before Thanksgiving – the same night as the annual lighting of the iconic Times Tower on top of the Scranton Times building on Penn Avenue.
- **Black Friday**, November 27: Downtown Scranton retailers and restaurants will offer seasonal promotions, gift cards, and more on one of the busiest shopping days of the year.

(more)

Scranton Tomorrow, 307 Linden Street, Scranton, PA 18503

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- **Small Business Saturday**, November 28: Small Business Saturday is a day to support local businesses that create jobs, boost the economy and preserve neighborhoods around the country. American Express created this national movement to increase sales for small businesses across the country. Participating businesses will offer special promotions and unique gifts in more than 50 shops and eateries in the Downtown Scranton Business District. Shoppers are encouraged to spread the joy on social media using #shopsmall, #smallbiz, #shoplocal.
- **Cyber Monday**, November 30: Many local businesses are showcasing their most popular products and services online. To find a list of retailers in Downtown Scranton, visit Downtown [www.scrantontomorrow.org](http://www.scrantontomorrow.org).
- **Giving Tuesday**, December 1: Scranton Tomorrow will participate in Giving Tuesday this year. Donations will help support economic development projects in Downtown Scranton. To make a contribution, look for the donate button at the top of the homepage at [scrantontomorrow.org](http://scrantontomorrow.org).

Scranton Tomorrow is grateful for the support of its Light Up Downtown Scranton media partners, including: The Times-Tribune, Lamar Advertising, Entercom and Dan Simrell Media.

For more information, follow Scranton Tomorrow on Facebook and Instagram, and visit <https://www.scrantontomorrow.org/blog>.

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