



FOR IMMEDIATE RELEASE

October 9, 2020

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Scranton Tomorrow hosts Fall Into Downtown promotion in support of Downtown Business District

(SCRANTON, PA) — As part of an ongoing series to promote locally-owned businesses, Scranton Tomorrow has created *Fall Into Downtown*. The promotion is designed to encourage everyone in the community to shop and dine in historic Downtown Scranton this fall.

Promotions run through October 31 and include:

- **Scranton Scarecrow Display**, October 9-31: Thirty businesses and organizations will showcase scarecrows in the Downtown Scranton Business District and beyond! Joshua Mast, Scranton Tomorrow board member and owner of Posh @ the Scranton Club and the Colonnade, in Downtown Scranton, spearheaded the project to “scare up some business” this fall. Scarecrows will be displayed in planters and storefronts in the Downtown, and they’ll decorate windows in businesses throughout the greater Scranton area. For a complete list of participating businesses, visit <https://www.scrantontomorrow.org/post/scaring-up-some-business-in-scranton-beyond>.
- **Rally for Restaurants**, through November 24: Through a partnership between Lackawanna College, the City of Scranton, and Scranton Tomorrow, Rally for Restaurants supports local restaurants facing economic challenges due to the COVID-19 health crisis. Lackawanna College’s student-run restaurant, 409 on Adams, has opened its doors to participating restaurants. Utilizing the College’s state-of-the-art kitchen facilities, local chefs work with culinary students to create an elegant, outdoor dining experience in the College’s Courtyard on Adams Avenue. All proceeds benefit participating restaurants. Dinners are held weekly through November 24. For more information and to make reservations, visit <https://www.lackawanna.edu/rally-for-restaurants/>.
- **Downtown Drive-Thru**, through October 31: Curbside is convenient! 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. It’s a great way to support local! Look for the official Downtown Drive-Thru car on Scranton Tomorrow’s Facebook and Instagram pages.

For more information, follow Scranton Tomorrow on Facebook and Instagram, and visit www.scrantontomorrow.org.

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