

For Immediate Release

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Portland's Neighborhood Business Districts Localize the Season

Nearly 50 Holiday Events, Local Shopping Deals and Merry Neighborhood Nights Energize the Economy this Holiday Season

PORTLAND, Ore. – November 15, 2011 – Venture Portland is excited to announce approximately 50 holiday events will occur in neighborhood business districts throughout the city between November 17 and February 15. Neighborhood business districts urge Portlanders to enjoy the convenience and merriment that shopping local offers as they *Localize the Season*.

"Neighborhood business district holiday events are part of what makes our city unique," said Heather Hoell, Executive Director for Venture Portland. "They offer an ideal way for residents to venture out and celebrate the season while retailers stay open late and provide holiday treats and entertainment."

Although business district events vary throughout the city, decorated windows, twinkling lights and holiday carolers provide the perfect backdrop for many of Portland's best shopping deals including late hours and special events for women, families and even pet owners. Neighborhood business districts encourage Portlanders to eat, shop, and celebrate the holidays as they *Localize the Season*.

For many small businesses, neighborhood business district holiday events provide important incentives encouraging residents to shop local this winter, a critical season for businesses' financial wellbeing throughout the entire year. Success during the holiday season will result in increased business confidence and neighborhood job creation.

Many of this year's holiday events were made possible in part by Venture Portland

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grants. While the organization awarded \$44,000 in grant funds during the fall/winter cycle, it is important to note more than \$115,000 in additional private investment will be raised by neighborhood business districts with a portion dedicated for local charities.

About Venture Portland

Venture Portland means business. Through grant funds, trainings, and technical assistance the organization invests in the smart, strategic growth of Portland's unique neighborhood business districts. Portland's neighborhood business districts comprise approximately 16,000 businesses and nearly 200,000 jobs. Venture Portland's board leadership comes from 30 diverse business districts city-wide that collectively represent local, regional, national, and international demand for goods and services. Visit ventureportland.org for more information.

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