



FOR IMMEDIATE RELEASE

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PITTSBURGH DOWNTOWN PARTNERSHIP RELAUNCHES GIFT CARD GIVE BACK INITIATIVE TO SUPPORT SMALL BUSINESS

- The program will again allow website visitors to receive a 25% bonus on gift card purchases with all revenue going directly to small businesses impacted by COVID-19
- An initial \$5,000 of restart funding is being provided by Peoples Gas and the PDP
- **Gift Card Give Back** website will reopen June 22, 2020 for gift card purchases
 - Relaunch includes option to purchase gift cards from **PG&H Makers**

DOWNTOWN PITTSBURGH, PA – The Pittsburgh Downtown Partnership (PDP) announced that their highly successful gift card initiative in direct support of small businesses highly impacted by the COVID-19 crisis is reopening for business. The initiative provides a significant incentive for shoppers to purchase **Gift Card Give Back** gift cards from participating small businesses with an additional 25% ‘give back bonus’ on every purchase while funding lasts. The gift card marketplace, reopening on Monday, June 22, will also include a section entitled **PG&H Makers Edition** offering a new opportunity to purchase gift cards from Pittsburgh's vibrant maker community.

The relaunched site can be found at: www.givebackpgh.com

\$5,000 in financial support was provided by Peoples Gas and the PDP to relaunch the initiative which, it is hoped, will receive additional funding from donations, partnership, and sponsorships, made available through the website marketplace. The \$5,000 in funding represents \$25,000 in overall economic impact to struggling businesses.

“As businesses start to reopen, there’s still a great need for financial assistance” said Jeremy Waldrup, President and CEO of the PDP. “Peoples Gas joined us to give new life to the **Gift Card Give Back** program and a new infusion of financial aid that allows both businesses and their loyal customers to benefit. Our last gift card initiative was sold out in just over an hour, so we know that the interest level is high. We’re hopeful this round sees a similar response and allows us to put more funding in the hands of our small business community.”

“We saw the tremendous response and economic impact that the PDP’s **Gift Card Give Back** had in its’ first run, and we really wanted to be a part of supporting these small businesses impacted by COVID-19,” said Ken Lyle, Director of Central Construction & Restoration at Peoples Gas. “They are the foundation that the Downtown area really needs to sustain and see thrive. As our neighbors and friends, we felt compelled to work with the PDP on a reboot of the gift card initiative in support of their efforts to reactivate and reopen.”

“The **Gift Card Give Back** program was such a great boost for my business” said Kelly Andresen, owner of Kelly’s Sweets and Greetings, located on the Second Floor of One Oxford Centre, Downtown, “It’s exciting to hear that it’s coming back. Every gift card purchase really helps as we gradually reactivate our operations. We’re so grateful that the PDP has continued to deliver these creative options for our customers to show their support.”

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Alihan and Martina Hanoglu, owners of Giovanni's Pizza and Pasta and Alihan's Mediterranean Cuisine located on Sixth Street in Downtown's Cultural District noted: "Small businesses like ours have been really hurt by COVID-19. With the recent move to the green phase, we're feeling optimistic that we'll see more customers returning soon. These gift cards you can use now or later offer an alternative, and a great incentive, for those folks who may be hesitant for a while. We're just grateful for the support and to know that they really want to see us bounce back."

The inclusion of PG&H, a makers' platform created in partnership with [Bridgeway Capital](#) with a flagship store in Downtown Pittsburgh, will provide a new dimension to the marketplace with an array of unique selections for gift card shoppers. Master craftspeople of all kinds are represented and offering a new way for the community to support their work. Since COVID-19 has canceled or postponed most events and art festivals that these makers rely on, the purchase of gift cards (along with the 25% bonus) has huge ramifications for independent makers. Adam Kenney, Director of the Creative Business Accelerator noted the value of this collaborative relationship, noting that "extending the highly successful Gift Card Give Back program to local makers is another example of the PDP and CBA's ongoing partnership to support the creative economy through the PG&H brand."

The initial launch of the **Gift Card Give Back** lasted just over 3 weeks, with 3,282 individual gift cards being sold to support of 85 small businesses. The resulting economic impact was just under \$270,000. The initiative was subsequently shared with Short North, Columbus, Ohio which saw an equally impressive \$188,000 in gift card sales. Interest from other cities in reproducing the program has remained high.

Applications for inclusion remain open to Downtown restaurants, boutiques, salons, fitness studios and other small businesses. Gift card purchase details, sponsorship, and business participation information are all available at DowntownPittsburgh.com/GiftCard.

Gift Card Give Back Businesses & PG&H Makers Available at Relaunch

Downtown

- 306 Forbes Brow Bar & Boutique
- Alihan's Mediterranean Cuisine
- Altus-HPO
- Bae Bae's Kitchen
- Bike the Burgh Tours
- Boutique La Passerelle
- Brooks Diamonds
- Cardamone's salon
- Club Cycle
- Corner Mercantile
- Fresh Nostalgia Boutique
- Garcia Jewelers
- Giovanni's Pizza and Pasta
- HeidiOptics
- Heinz Healey's
- Izzazu Salon, Spa & Blowout Bar
- Jacqueline's House of Beauty
- Joseph Orlando Clothiers
- Kelly's Sweets and Greetings
- Larrimor's
- love, Pittsburgh
- Market St. Grocery
- Moop Shop
- Nettleton Shop
- Olive or Twist
- Ollie's Gastropub
- Peter Lawrence Women's Apparel
- PG&H

- Proper Brick Oven & Tap Room
- Revel
- Sinful Sweets Chocolate Company
- Steel City Brand
- The Carlton
- The Commoner
- The Simple Greek
- The Speckled Egg
- Walk The Burgh Tours

Strip District

- Atelier de Fer, Coffee & Tea
- Bar Marco
- Bold Escape Rooms
- Cioppino Restaurant
- Colangelo's Bakery & Cafe
- Coop DeVille
- Elevate Fusion Fitness
- Framezilla
- Houndstown USA
- In The Kitchen
- Iron Born Pizza
- Jim Ludwig's Blumengarten Florist
- La Prima Espresso Company
- Mahla & Co Antiques
- Meraki Studio
- Molly's Trolley's
- Osteria 2350
- Pittsburgh Winery
- Pizzeria Davide
- PVA Graphix Design & Print
- Robert Wholey Company
- Roland's Seafood Grill & Iron Landing
- Roxanne's Dried Flowers
- S&D Polish Deli
- Stamoolis Brothers Co.
- Strip District Meats, Inc.
- The Pittsburgh Party Pedaler
- Wigle Whiskey Distillery
- Yinzers in the Burgh

PG&H Makers

- The Daggerfish Gear Co.
- PetalVision Glass
- Otto Finn
- Collarbone Jewelry
- Siroh & Ivy
- Pittsburgh Pottery
- Flux Bene
- Frank and Myrhh
- fdpottery
- Riverside Design Group
- Penn + Fairmount
- KerfCase
- Emmanuelle Ceramics
- Island Fresh Skincare

- Reiko Yamamoto Studio
- 837 North
- Clark Morelia
- Camp Copeland Studio
- Knotzland

About the Pittsburgh Downtown Partnership

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations, and residents who provide energy, vision, and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit DowntownPittsburgh.com, follow us on Twitter at twitter.com/downtownpitt and "like" us on Facebook.

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