



## News Release

FOR IMMEDIATE RELEASE

February 13, 2024

### Queen City Pop Up Presents: 2024 Black History Month Downtown Dollars Giveaway and Black Business Lunch Crawl & Happy Hour

**Buffalo, New York:** Buffalo Urban Development Corporation's Queen City Pop Up Program in partnership with Mayor Byron W. Brown and the City of Buffalo, and Buffalo Place Inc. is excited to announce the 2024 Black History Month Downtown Dollars Giveaway promotion. The program will highlight downtown's black-owned shops and restaurants by encouraging additional visitors to the heart of the city.

The Black History Month Downtown Dollars Giveaway, will award \$50 Downtown Dollars gift certificates to 100 local winners. The contest will run from Monday, February 12, 2024, through Friday, February 16, 2024.

Throughout the promotion, Queen City Pop Up will post photos and descriptions of participating retail and restaurant businesses on its social media platforms. By following the simple instructions, participants will be entered for a chance to win a \$50 in Downtown Dollars Certificate. Winners will be randomly selected at the end of each day. Downtown Dollars winners may use certificates at ANY participating business. A full list of participating businesses will be featured on [www.buffalourbandevelopment.com](http://www.buffalourbandevelopment.com) and [www.buffaloplace.com](http://www.buffaloplace.com).

Queen City Pop Up will also host a Black Business Lunch Crawl and Happy Hour on Thursday, February 22, 2024. The Lunch Crawl will take place between noon and 2:00 p.m., with a Happy Hour occurring from 5:00 p.m. to 7:00 p.m. Participating businesses such as Brother's Restaurant; The Rose Bar and Grill; Deco Lounge; and the newly opened Sylver's Place, will offer specials and promotions for the Black Business Lunch Crawl and Happy Hour. The event will encourage diners to check out fantastic Black-owned shops restaurants in the downtown area, while also building year-round support for Black-owned businesses across Buffalo. Queen City Pop Up will also participate in the City of Buffalo's Black Business Expo on Thursday, February 29, 2024, where 20 winners will be awarded \$50 in Downtown Dollars in addition to a special gift.

“By shopping at these black-owned businesses, we contribute to the growth and prosperity of these businesses, fostering economic empowerment and community development,” said Mayor Byron W. Brown. "The Downtown Dollars Giveaway is a fun component of the event, increasing visibility and visitation of our black-owned business community during Black History Month and all year long.”

Brandye Merriweather, the President of BUDC, “We encourage everyone to participate in this initiative and discover the unique offerings of our local black-owned businesses. Our Queen City Pop Up initiative looks to celebrate the positive impact on our community and the rich contributions of black entrepreneurs.”

“Buffalo Place is happy to partner with BUDC on the 2024 Black History Month Downtown Dollars Giveaway," said Michael T. Schmand, Executive Director of Buffalo Place, Inc. "We believe that this initiative will help to highlight our diverse small business community and bring added vibrancy to downtown Buffalo.”

Complete details regarding the 2024 Black History Month Downtown Dollars Giveaway, the upcoming Black Business Lunch Crawl and Happy Hour; as well as the Black Business Expo are available online at: [www.buffalourbandevelopment.com](http://www.buffalourbandevelopment.com).

**FOR MORE INFORMATION:**

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