



## News Release

FOR IMMEDIATE RELEASE

November 27, 2024

### **Mayor Christopher P. Scanlon, BUDC Present: 2024 Queen City Pop-Up Downtown Dollars Giveaway**

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**November 27, 2024 through December 15, 2024 - Downtown Buffalo**

**Buffalo, New York:** Mayor Christopher P. Scanlon and the Buffalo Urban Development Corporation (BUDC) in partnership with Buffalo Place Inc. are excited to announce the 2024 Queen City Pop-Up Downtown Dollars Giveaway. The objective of the program is to position Downtown Buffalo as a premier destination for shopping and dining in Western New York. The program will also serve as a catalyst for small businesses to gain new customers, increase revenue, and bolster the economy in Buffalo's central business district.

Queen City Pop-Up's Downtown Dollars Giveaway will award \$50 in Downtown Dollars gift certificates to 100 local winners that can be redeemed at participating retailers and restaurants over the holiday season. The promotion will run from November 27, 2024 through December 15, 2024. The program will be presented through Queen City Pop-up's Facebook page and through in-person giveaways at participating shops.

Throughout the promotion, Queen City Pop-up will post photos and descriptions of participating retailers and restaurants on its Facebook page. By following the simple instructions, participants will be entered for a chance to win \$50 in Downtown Dollars Certificates that can be redeemed at dozens of downtown area shops and restaurants. Winners will be randomly selected at the end of each day. Information on in-person drawings is also available at [buffalourbandevelopment.com](http://buffalourbandevelopment.com) and the Queen City Pop-up Facebook page. A full list of participating shops will be featured on [www.buffalourbandevelopment.com](http://www.buffalourbandevelopment.com) and [www.buffaloplace.com](http://www.buffaloplace.com).

"As we approach the holiday season, the 2024 Queen City Pop-Up Downtown Dollars Giveaway is a wonderful opportunity to showcase all that Downtown Buffalo has to offer," **said Mayor Christopher P. Scanlon.** "This initiative not only supports our local businesses but also encourages residents and visitors alike to experience the vibrant shops and restaurants that make Buffalo's downtown so unique and I encourage everyone to participate, shop local, and enjoy the holiday magic in the Queen City."

"BUDC is thrilled to join our partners on the 2024 Queen City Pop Up Downtown Dollars Giveaway. This initiative is a fun way for our local residents to try out the wide array of retailers, restaurants and shops that downtown Buffalo has to offer this holiday season," said Brandye Merriweather, BUDC President.

"Buffalo Place Inc., along with our Board of Directors, is proud to collaborate with Buffalo Urban Development Corporation on the 2024 Downtown Dollars Giveaway program. This initiative underscores our shared commitment to bolstering the Downtown retail and restaurant community," said Michael T. Schmand, Executive Director of Buffalo Place, Inc. "We believe this program will not only spotlight the incredible businesses that make Downtown Buffalo a unique destination but also drive economic growth and create a festive and welcoming atmosphere for residents and visitors alike during the holiday season."

How it works:

- Queen City Pop-up will award \$50 Downtown Dollars Giveaway Certificates to 100 winners from November 27, 2024 through December 15, 2024.
- Queen City Pop-up will post a photo and description of a Downtown Dollars Giveaway participating business. Viewers interested in winning the \$50 Downtown Dollars Certificate will respond to social media posts and follow other simple instructions to win.
- Queen City Pop-up, in collaboration with the Michigan Street African American Heritage Corridor, will host drawings at the Soulful Christmas Market on Saturday, December 7, 2024 between 11:00 a.m. and 1:00 p.m. where 20 winners will be selected.
- Further details along with a full list of participating businesses will be featured on the Queen City Pop Up Facebook page, [www.buffalourbandevelopment.com](http://www.buffalourbandevelopment.com) and [buffaloplace.com](http://buffaloplace.com). Certificates will be provided in \$25 increments, and winners may use one or both \$25 certificates at participating businesses. Gift Certificates can be redeemed through Saturday, January 18, 2025.
- Downtown area business interested in participating should contact Yolando Mullen, BUDC Project Manager at [ymullen@buffalourbandevelopment.com](mailto:ymullen@buffalourbandevelopment.com). Participation is free.

FOR MORE INFORMATION:

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