

Amy Blaisdell
Communications Director
City of Palm Springs
(760) 323-8250

Main Street Palm Springs Invites Downtown and Uptown Businesses to Participate in “Pop Up Palm Springs” on Tuesday, April 16.

March 13, 2019

Calling all downtown and uptown merchants!

As thousands of visitors get ready to stay in town next month for Spring Break and two blockbuster weekends of Coachella Fest, Main Street Palm Springs, the downtown and uptown merchant association, invites local businesses to host a Pop-Up at their establishment on **Tuesday, April 16.**

Pop-Up events can include fashion shows, art installations, live music, food tastings, health and wellness demonstrations, special speakers, book signings and more! The Pop-Up should take place in, or in front of, your establishment. Sidewalk displays, balloons, free samples, etc. are an acceptable way to draw visitors from the street.

In addition, Main Street Palm Springs will be promoting all participating businesses. The all-day event will target local residents, tourists already in Palm Springs, along with potential visitors interested in a day trip.

For more information, merchants should contact Joy Meredith, president of Main Street Palm Springs at joy@crystalfantasy.com or Jeffrey Bernstein at jeffrey@destinationpsp.com.

