



FOR IMMEDIATE RELEASE

Shop Locally, Give Colorfully in Downtown Bridgeport This Holiday Season

BRIDGEPORT, CT – NOVEMBER 23, 2020 – The Bridgeport Downtown Special Services District (DSSD) is excited to announce that a new public art portrait series, People of Colorful Bridgeport, was installed on Monday, November 23, 2020, just in time to engage shoppers in enjoying Downtown Bridgeport during the holiday shopping season.

People of Colorful Bridgeport celebrates and honors Downtown Bridgeport's diversity through the lens of its vibrant individuals. These meaningful portraits were paired with video interviews of Downtown Bridgeport business owners, residents, educators, and community leaders on a range of topics from daily life, to achievements, to aspirations, to reflections on current events. Complimentary to the video series, the Bridgeport DSSD has created an installation at 1001 Main Street, in the windows of the former Artist and Craftsman Supply. All photos and videos in this series were captured by local talent, [Gary Judkins](#).

"We are pleased to have the opportunity to work with the creative folks at Colorful Bridgeport and to host this installation showcasing the diversity, vibrancy, and community of Downtown Bridgeport," said Max Pastor, Director of Acquisitions and Senior Counsel to Time Equities, Inc., which owns the site of the installation.

"Through these dialogues, we believe you will truly get a sense of Downtown Bridgeport's dynamic energy," said Lauren Coakley Vincent, President and CEO of the Bridgeport DSSD. "We hope that the public art installation, paired with the video narratives, incite curiosity, exploration, and inspiration. We invite you to discover why Downtown is so wonderfully Colorful Bridgeport, and that you will Shop Locally, Give Colorfully with us this holiday season."

On Small Business Saturday – November 28, 2020 – the Bridgeport DSSD will kick off "Shop Locally, Give Colorfully" to encourage residents, workers, and visitors alike to shop local this holiday season and enjoy the Downtown's businesses. Created by American Express in 2010, Small Business Saturday celebrates the impact small businesses have on communities across the country. An average two-thirds of every dollar (\$0.67) spent at a small business in the U.S. stays in that local community. That means shopping small could help bring things like better schools, smoother roads, and new jobs to neighborhoods across the country.

"Shop Locally, Give Colorfully" will entice shoppers with newsletters, digital features, a printed map and guide, as well as \$5 coupon to shop Downtown at participating businesses. Visitors to the Downtown will notice branded sidewalk stickers guiding them to different participating locations, as well as storefront windows decorated with holiday images and messages. Even though the holidays may look a little different this year, our Downtown restaurants and businesses can help make the season special. Whether you give the gift of art, a delicious meal, the perfect handcrafted

accessory, or brand-new kicks this holiday season; make sure to shop locally and give colorfully! Learn more at colorfulbridgeport.com/give-colorfully.

Shop Locally, Give Colorfully received generous support from SCG & UI, Part of the AVANGRID Family. Learn more by visiting uinet.com/givingback. Learn more about People of Colorful Bridgeport and watch the video interviews on our website: colorfulbridgeport.com/people-of-colorful-bridgeport.



About Bridgeport Downtown Special Services District

As the Business Improvement District for the Park City, the mission of the Bridgeport Downtown Special Services District (DSSD) is to “promote the preservation and development of the downtown business district; make the area more attractive and accessible; and enhance the public perception of downtown Bridgeport through overseeing and managing its appearance, security, and cleanliness.” The DSSD is operated under the direction of a nine member Board of Commissioners representing property owners in downtown Bridgeport. www.colorfulbridgeport.com.



About Small Business Saturday

November 28, 2020, marks the 11th Annual Small Business Saturday, a celebration of small businesses and the positive impact they have on communities across the country. American Express, having created Small Business Saturday in 2010, proudly works with organizations and independent businesses to provide solutions that support communities and uplift local economies. www.americanexpress.com/shopsmall

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