

Uptown Holiday Shop Hop

Press Contact: Jen Shaneberger

jenshaneberger@gmail.com

(616) 717.0048



Uptown Grand Rapids Annual Holiday Shop Hop Celebrates 20th Anniversary

GRAND RAPIDS, Mich., October 18 – The Uptown Holiday Shop Hop returns on Thursday, December 7, 2017 from 4 P.M. to 10 P.M., marking the event’s 20th year. Shop Hop is a holiday shopping event that spans four business districts: East Fulton, East Hills, Eastown and Wealthy Street.

Shop Hop provides an opportunity to celebrate the unique style of the Uptown Corridor while picking up a special gift for loved ones in one of the 150 participating businesses. Shuttles run throughout the evening to transport shoppers between business districts.

“Shop Hop kicks-off the holiday season,” explained Stephanie Johnson, owner of Urban Exchange Consignment Boutique. “Our district comes to life as thousands of shoppers hunt for unique items for everyone on their Christmas lists.”

The atmosphere is festive with carolers, Santa Claus, and general gaiety, a perfect way to ring in the holiday season. Shoppers can visit food trucks Blue Spoon and Patty Matters Gourmet Burger for a traveling meal. New this year, each attendee receives a free collectible tree ornament.

"Shop Hop has become a tradition for our family and our entire neighborhood," said Christine Maletic, Uptown Corridor Manager. "It's an opportunity to support our community's locally owned businesses, to celebrate the season with friends and neighbors, and to shop for unique gifts you won't find in a big-box store. Everybody benefits!"

For more details about participating shops visit: uptowngr.com

About Uptown: Founded in 2009, Uptown is managed by a Corridor Improvement Authority Board and a Business District Improvement Board. The organization’s mission is to sustain four vibrant, urban neighborhood business districts by promoting their businesses, enhancing public spaces, attracting and retaining new investment and engaging business and property owners in local decision-making.