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***** PRESS RELEASE *****

**TJPA ANNOUNCES 2023 HOLIDAY FESTIVITIES
AT SALESFORCE PARK**

Holiday Lighting Celebration on December 8 and Free Winterfest Activities on December 9-10

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), in coordination with the neighborhood East Cut Community Benefit District (CBD), today announced that free holiday activities will be offered at TJPA’s Salesforce Park starting with a holiday park lighting celebration Friday night, December 8 followed by the 4th annual WinterFest celebration from December 9 – 10, 2023, which includes a kid’s day with special circus performance by Circus Bella, an Ugly Sweater Silent Disco, and an all-day wreath-making party.

“We invite the community to the TJPA’s Salesforce Park to celebrate a festive holiday lighting on December 8 and a weekend full of fun, free activities at our 4th annual Winterfest from December 9-10, 2023,” said Adam Van de Water, Executive Director of the Transbay Joint Powers Authority. “We look forward to illuminating our wonderful rooftop Park and hosting this weekend of family-friendly events this holiday season.”

The TJPA joins other downtown venues celebrating the holiday season and will feature a park holiday lighting celebration on the evening of December 8th from 5 to 7 p.m. showcasing free crafts, live music, dancing, and hot cocoa. Attendees are recommended to come early to the park’s Main Plaza area before lights are illuminated throughout the Park.

"In what has now officially become an annual tradition, the holiday lighting event and festive decorations illuminate Salesforce Park, creating a magical atmosphere for residents, visitors, and our local workforce. This enchanting experience allows everyone to revel in the holiday spirit right here in The East Cut, making the park one of the most visually stunning and unique spaces to explore during this festive season. As the fiscal sponsor for the park, we are proud to partner with the TJPA to make this possible. We eagerly anticipate welcoming everyone to this iconic neighborhood destination," shared Andrew Robinson, Executive Director of the East Cut Community Benefit District.

TJPA's Salesforce Park offers a variety of free activities year-round to residents and visitors with over 600 activities provided and bringing over 30,000 attendees in 2022. During this holiday season, free holiday activities will be available in the park for everyone to enjoy, starting Friday evening, December 8 through Sunday evening, December 10, 2023.

Friday, December 8:

- Live Performance by the Hot Baked Goods: 5:00–7:00 pm
- Free Snowflake Craft at the Recess Cart: 5:00–7:00 pm (while supplies last)
- Park Illumination: 6:00–6:45 pm

Saturday, December 9:

- Kids Craft: 10:00 am – 3:00 pm
- Special Winter Kids Storytime with the SF Public Library: 10:00 –10:30 am
- Face Painting & Visit from Winter Fairies: 10:30 am –12:00 pm
- Holiday Caroling by The Merrie Olde Christmas Carolers: 12:00–2:00 pm
- Circus performance by Circus Bella: 2:30 – 3:00 pm
- Ugly Sweater Silent Disco: 5:00–7:00 pm

Sunday, December 10:

- Live Performances by Trixie Rasputin and Louise: 12:00–5:00 pm
- Holiday Wreath Craft Party
 - Sessions 1: 9:00–11:00 am
 - Session 2: 12:00–2:00 pm
 - Session 3: 3:00–5:00 pm

A free ticket to attend a Holiday Wreath Craft session is required as supplies are limited. Ticket reservations will open on Monday, November 27 via a link made available on the TJPA's event website and social media handles. Walk-ins will be accepted 40 minutes after the start of each session or at the staff's discretion, depending on capacity.

Holiday offerings and schedule are subject to change without notice. For the latest information, please visit tjpa.org/salesforce-transit-center/activities and follow @salesforceparkSF on Instagram and @transitcenterSF on Twitter, Facebook and Instagram.

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About the Transbay Joint Powers Authority (TJPA):

The TJPA is owner and operator of the multimodal Salesforce Transit Center, connecting nine-Bay Area transit systems and the public Rooftop Park, providing free activities throughout the year. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.

About the East Cut Community Benefit District (CBD)

The East Cut Community Benefit District is a 501(c)(3) non-profit organization that works to advance neighborhood quality of life, enhance the public realm and reinforce the viability of the local economic base to make for a more connected community. The East Cut CBD neighborhood covers nearly 20 city blocks, from Mission to Bryant and Second to Steuart Streets. Learn more about the East Cut neighborhood and Community Benefit District at theeastcut.org