



For Immediate Release:
Wednesday, November 30, 2022

Media Contact:
Lily Madjus Wu
(415) 597-4620
info@tjpa.org

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

**TJPA ANNOUNCES 2022 HOLIDAY FESTIVITIES
AT SALESFORCE PARK**

Holiday Lighting Celebration, December 9 and Free WinterFest Activities, December 16-18

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 the Salesforce Park starting with a holiday lighting celebration on the evening of December 9 and a weekend of free WinterFest activities from December 16-18, 2022.

“We are excited to invite the community to the TJPA’s Salesforce Park to celebrate the holiday season with a festive holiday lighting on December 9 and wonderful fun free activities at our third annual WinterFest on the weekend of December 16-18, 2022,” said Adam Van de Water, Executive Director of Transbay Joint Powers Authority. “Join us as we illuminate the largest elevated park in the western United States and gather the community to share in the spirit of the holidays.”

Joining neighborhood venues throughout the City in celebrating the holidays, the TJPA is hosting a holiday Park lighting celebration on the evening of December 9 from 5-7 p.m. featuring free crafts, live music, 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 brought to Salesforce Park through The East Cut CBD fiscal sponsorship is an opportunity for residents, visitors, and our local workforce to enjoy one of the most visually stunning and unique spaces in the City during the holiday season. We look forward to welcoming everyone to this iconic neighborhood destination,” said Andrew Robinson, Executive Director of The East Cut Community Benefit District.

The TJPA's Salesforce Park offers a variety of free activities year-round to residents and visitors. During this holiday season, free holiday activities will be available in the Park for everyone to enjoy, starting Friday morning, December 16 through Sunday evening, December 18, 2022.

Friday, December 16:

- Liberty Street Band performance: 11:30am - 1:00pm
- Holiday Caroling: 3:00 - 4:00pm
- Ugly Sweater Silent Disco: 5:30 - 7:30pm

Saturday, December 17:

- Make-a-Wreath Craft: 11:00am - 1:00pm, 2:00pm - 4:00pm (*Registration required*)
- Face Painting: 12:00 - 3:00pm
- Holiday Caroling: 12:00 - 2:00pm
- Brass Mafia performance: 5:00 - 7:00pm

Sunday, December 18:

- Holiday Caroling: 12:00 - 2:00pm
- Hella Fitzgerald performance: 4:00 - 6:00pm

Registration to attend the events is appreciated (where not noted as required) to help the TJPA anticipate attendance and can be made through TJPA's Eventbrite page at tjpasalesforcepark.eventbrite.com for free. Holiday offerings and schedule are subject to change without notice. For the latest information, please visit salesforcetransitcenter.com/events and follow @transitcenterSF on Twitter, Facebook and Instagram.

###

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