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

**TJPA ANNOUNCES 2024 HOLIDAY FESTIVITIES AT
SALESFORCE PARK**

Holiday Lighting Celebration on December 6 and Free WinterFest Activities, December 7-8

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), in coordination with the East Cut Community Benefit District (CBD), today announced that free holiday activities will once again be offered at TJPA’s Salesforce Park during the weekend of December 6 to 8, 2024 at its 5th annual WinterFest celebration. The annual festivities begin on the night of Friday, December 6th with live music from the band, Pop Rocks and a countdown to the park’s holiday illumination at 5:15 pm. Other weekend highlights include a day of holiday kid’s events, an Ugly Sweater Silent Disco, and an all-day wreath-making party.

“We invite the community to the 5th annual WinterFest at TJPA’s Salesforce Park from December 6-8 for a weekend full of fun, free holiday activities,” said Adam Van de Water, Executive Director, Transbay Joint Powers Authority. “We look forward to welcoming the community back to our spectacular rooftop park this holiday season for some festive holiday cheer.”

The TJPA joins other downtown venues celebrating the holiday season and will feature a park holiday lighting celebration on the evening of December 6th from 4:30 to 6:30 p.m. featuring free crafts, live music from Pop Rocks, and dancing. Attendees are invited to come early to enjoy live music starting at 4:30pm at the park’s Main Plaza with 5:15pm as the speaking program start time before lights are illuminated throughout the park. This year’s early lighting celebration precedes the neighboring Let’s Glow SF event at the Ferry Building, which WinterFest attendees can check out shortly after the park illumination.

“Now an annual tradition, the holiday lighting event is an opportunity for residents, visitors, and local employees to revel in one of the most visually stunning and intriguing spaces in the City during the holiday season. The East Cut CBD is proud to be a major funder of the park and its holiday festivities. We look forward to welcoming everyone to this iconic neighborhood destination. Bring your friends and families out to the park – it’s a space for everyone.” said Andrew Robinson, Executive Director of The East Cut Community Benefit District.

Throughout the year, TJPA’s Salesforce Park offers a variety of free activities to residents and visitors alike. In 2024 alone, TJPA offered 550 classes and programs to over 39,000 attendees. During this

holiday season, free holiday activities will be available in the park for everyone to enjoy, starting Friday evening, December 6th through Sunday evening, December 8th, 2024.

Friday, December 6th:

- 4:30 –6:30 pm:
 - Live Performance by Pop Rocks
 - Free Crafts at the Recess Cart (while supplies last)
- 5:15:
 - Festive Greetings Followed by Park Illumination

Saturday, December 7th:

- 10:00 –10:30 am:
 - Special Winter Kids Storytime with the San Francisco Public Library
- 10:30 am –1:30 pm:
 - Face Painting & Visit from Winter Fairies with Happily Ever Laughter
- 11:00 am –12:00 pm:
 - Holiday Sing-a-Long with Music Together of San Francisco
- 12:00 – 2:00 pm:
 - Ornament Workshop with Children’s Creativity Museum
- 5:00–7:00 pm:
 - Ugly Sweater Silent Disco with HUSHconcerts

Sunday, December 8th:

- Holiday Wreath Making Party
 - Session 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 Making Party session is required, as all supplies are provided but limited. Ticket reservations will open on Monday, November 25th via a link made available on Salesforce Transit Center’s website and social media handles and will close when tickets are sold out. Walk-ins to the event will be accepted 40 minutes after the start of each session or at the staff’s discretion, depending on capacity and ticket-holder no-show rate. Capacity is 200 wreath-makers per session.

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 the 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