



MEDIA RELEASE

October 11, 2018 FOR IMMEDIATE RELEASE

Small Business Owners in Exchange District Rally to Support Opening Portage and Main to Pedestrians on Friday, October 12.

Ground floor shops launch awareness campaign to support Vote Open efforts.

Exchange District, Winnipeg - Beginning tomorrow, October 12, several ground-floor businesses throughout the Exchange District will be prominently showing their support for the Yes campaign to open Portage and Main to pedestrians.

Participating businesses will display "Vote Open Winnipeg" signage and informational material prominently, and some will also offer Portage and Main themed specials on October 12.

In addition to showing support for the Vote Open campaign, business owners are hoping to initiate conversations with their customers.

"Most people just haven't been given a chance to understand the facts," said Mike Del Buono of King and Bannatyne, "I've already had dozens of conversations with customers who have changed their minds once they got the real information behind opening the intersection."

"Of course you'll be against opening Portage and Main to pedestrians if you think it's going to cause carnageddon," agreed Parlour owner Nils Vik. "Who wouldn't be? But that's just not reality."

Initiated by local business owners, and with support from the Exchange District BIZ, 14 businesses had confirmed participation as of Thursday morning, with more expected to join in the effort.

"We have customers coming in from all over the city and it's important for us to engage with them on opening the intersection, but we also want to go further and explain what else that will mean for our city in the long-term" added Tiny Feast owner Danika Bock, who will be discounting a popular Winnipeg print featuring an aerial view of Portage and Main, with proceeds going to help fund the Vote Open campaign.

Other businesses running specials include Forth, Parlour, Tara Davis Studio Boutique, and UN Luggage. An up-to-date, full list of participating businesses can be found on the Exchange District BIZ website at exchangedistrict.org

Media can arrange interviews with business owners by contacting Sandy Klowak at klowak@exchangedistrict.org / 204-995-7712