

NEWS RELEASE

FOR IMMEDIATE RELEASE



October 21, 2015

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Free 'ReStored' Retail Pop---Up in Downtown Suffolk for Merchants and Budding Retailers

SUFFOLK, Virginia (October 21, 2015) – For one weekend in November, Downtown Suffolk will be opening available retail space at no cost to entrepreneurs, independent retailers and specialty merchants for a pop-up initiative titled **ReStored**.

Running Saturday, November 14 from 10 AM – 4 PM and Sunday, November 15 from 11 AM – 3 PM, ReStored will be open to the public and provide merchants with the chance to test a new market, expand their geographic footprint, and reach new customers without the startup costs. There are no fees or long-term contracts – just a weekend commitment.

The ReStored event is a collaborative effort between Retail Alliance and the Suffolk Economic Development Department to promote the benefit of patronizing and supporting local businesses. Each organization has championed this cause through their 'Be a Local LOVEVA' and 'Love Local, Buy Suffolk' initiatives respectively.

President and CEO of Retail Alliance, Ray Mattes, said, "We're looking forward to ReStored and promoting the benefits of supporting your local businesses. When you shop locally, you're supporting your local charities, schools, and community improvement projects. We're so passionate about supporting local business that we've developed a free LOVEVA app that

people can download to help people find local businesses throughout Hampton Roads that allows the user to earn rewards for shopping locally.”

The City of Suffolk is extending Restaurant Week through the weekend to support ReStored. There will be other festivities throughout downtown Suffolk that weekend and the City of Suffolk is expecting 700 people across the weekend to attend.

Suffolk Department of Economic Development Director, Kevin Hughes, said, “We are excited to support businesses in our area and we are thrilled to be partnering with Retail Alliance on such a creative initiative. We think it is going to be a great weekend for families to come out to shop before the holidays, enjoy live music and children’s activities, and support the independent business community.”

If you are a retailer or specialty vendor and are interested in participating in the ReStored Downtown Pop-Up Shop Initiative, please contact Katherine Seibt, LOVEVA program coordinator for Retail Alliance at kseibt@retailalliance.com 757.965.3000 or Deanna Holt, Suffolk Economic Development Manager at dholt@suffolkva.us 757.514.4049.

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About Retail Alliance

The Retail Alliance, formerly known as the Retail Merchants Association of Tidewater, is a non-profit trade association serving the interests of local retailers in Greater Hampton Roads. The organization promotes and supports the healthy growth of retail businesses and trade through education, advocacy and member benefits. Creators of buy local app, LOVEVA, which rewards consumers for shopping at participating local businesses throughout Hampton Roads.

About The City of Suffolk

The City of Suffolk was selected by CNN Money, as one of the “100 Best Places to Live” in America. Suffolk’s central location in both Hampton Roads and the overall mid-Atlantic region make it a strategic choice to grow a business and improve your quality of life.