



Media Release

FOR IMMEDIATE RELEASE

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FREE STREETCAR RIDES ON SMALL BUSINESS SATURDAY *Ride Sun Link and Shop Local in Tucson Districts*

TUCSON, Ariz. – Holiday shoppers can take part in Small Business Saturday, just after Thanksgiving, and ride the Sun Link Streetcar for **free** all day Saturday, November 25th, starting at 8 a.m.

Sponsors of the free Sun Link rides are Main Gate Square, Fourth Avenue Merchants Association, Downtown Tucson Partnership, Local First Arizona, and Rio Nuevo. All participating sponsors support our local businesses and encourage Tucson to shop small.

“Small businesses are vital to communities like Tucson,” says Fred Ronstadt, Executive Director of the Fourth Avenue Merchants Association. “Small Business Saturday is a great way to support local businesses while experiencing Tucson’s unique culture. Fourth Avenue is an excellent example of how local business creates a strong, vibrant, and diverse neighborhood. And now, the Sun Link Streetcar helps community members travel around the largest concentration of local & small businesses in Tucson.”

Mike Peel, Southern Arizona Director for Local First Arizona, adds, “By shifting your holiday spending to local businesses, you’ll be spreading holiday cheer far and wide as your dollars will be invested directly in the Tucson community.”

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Sun Link connects riders to five of Tucson's most popular and unique districts along its 3.9-mile route: the University of Arizona, Main Gate Square, 4th Avenue, Downtown and Mercado San Agustin. Twenty-three convenient stops allow riders to visit more than 150 shops and 100 restaurants, and 30 plus bars and clubs for entertainment.

Motorists can park once and not worry about finding parking again while Sun Link takes them where they want to go. Free parking is available at all University of Arizona garages during the Thanksgiving weekend, November 23rd – 26th.

From 10:00 a.m. – 5:00 p.m., Local First Arizona is hosting a *Super Small Business Saturday* event at Haggerty Plaza on 4th Avenue. This superhero-themed event will feature many activities for all ages as well as great holiday shopping opportunities, including an interactive passport with prizes, limited-edition capes for attendees, superhero workshops and games, and other local vendors. Admission is \$5, children under age 5 will receive free admission. More information about this event can be found at localfirstaz.com.

Streetcar service begins at 8 a.m. on Saturdays and ends at 2 a.m.

For additional Sun Link information and for trip planning assistance, call the Customer Service Center at (520) 792-9222 (for persons with hearing and speech impairments, call TDD: 520-628-1565).

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