

Picnic-ton to feature pop-up 'parklets' to eat outdoors on city streets

(Penticton, BC – April 25, 2022) – Building upon the success of last year's Picnic-ton program, the City's upcoming picnicking event will feature pop-up 'parklets' on city streets, creating temporary outdoor spaces for residents to gather, eat outdoors and enjoy some free entertainment.

"Pop-up Picnic-ton is a Love Local initiative to promote shopping, eating, drinking and supporting local. Order your takeout meal and head down to this pop-up event to eat outdoors, play some yard games, listen to live music and enjoy the 'street park' atmosphere," said Carly Lewis, Economic Development Manager.

This year's Pop-up Picnic-ton format will be held over the following two days and locations:

- Saturday, June 4, 12-4 p.m.: Winnipeg St. at Estabrook Ave.
- Saturday, June 18, 12-4 p.m.: 500-block of Main Street

The program coincides with the recent return of the City's responsible consumption of liquor program. From May 1 to Oct. 31, 2022, personal alcoholic beverages can be consumed between noon and 8 p.m. at designated parks and beaches across Okanagan and Skaha Lakes (locations marked on the Picnic-ton map at penticton.ca/picnic).

Residents are encouraged to pick up their food from a local restaurant or café of choice, or from the Penticton Farmers' Market, and to walk over to the event to sit on the picnic benches and enjoy the outdoor entertainment. Radio station Move 97.1 will be broadcasting live on site at the June 18 event.

Information for businesses

Last year, more than 40 businesses registered to take part in Picnic-ton. This year, all local businesses that sell takeout food and drink will be automatically enrolled in this Love Local program.

- Businesses will be plotted on an interactive map, which can be viewed at penticton.ca/picnic. If your business would like to alter your description on the map, please email 35 words or less to economic.development@penticton.ca.
- Business owners/operators are being offered Picnic-ton-branded items to hand out free to customers, while supplies last.
- Businesses will be provided with notices/postcards to display in their front window to show that they're taking part in the program.

Picnic-ton was created last year following recommendations from the COVID-19 Safe Restart Task Force to support local businesses and encourage local dining, with support from partners Visit Penticton, the Penticton & Wine Country Chamber of Commerce, and the Downtown Penticton

Association. This year's event also supports a Task Force recommendation to increase public space downtown with temporary road closures.

"Picnic-ton is a great opportunity to support our local businesses and reconnect with friends and family over a picnic. We hope you enjoy this 'Love Local' activity and thank you for supporting local," said Penticton Mayor, John Vassilaki.

Further information for businesses and residents will be posted online at penticton.ca/picnic.

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