

it starts here.

**DOWNTOWN  
BERKELEY**

**FOR IMMEDIATE RELEASE**

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### **DBA Celebrates Local Merchants with 'Shop Local Day' Tuesday November 21st**

(Berkeley, CA) – The Downtown Berkeley Association will be celebrating local merchants by handing out canvas SHOP LOCAL bags filled with goodies and offers from dozens of local Downtown merchants from their brightly colored booth starting at 8:30am, Tuesday, November 21st until noon or until the bags run out.

"We're always looking for fun and engaging ways to promote our amazing local Downtown Berkeley merchants in and there is no better way than to engage directly with folks on the street!" According to Matthew Jervis, DBA Director of Vitality

"The DBA is always excited to celebrate Downtown Berkeley's local merchants especially right before all the big shopping days right after Thanksgiving!" Says DBA CEO John Caner

**The DBA booth will be in Downtown Berkeley on the corner of Center Street and Shattuck Avenue from 8:30am until Noon on Tuesday Nov 21st.**



**The Downtown Berkeley Association** is an independent nonprofit organization, funded by Downtown property owners, and focused on creating a welcoming, vibrant and prosperous City Center.

<https://www.downtownberkeley.com/>