



**MEDIA ADVISORY**

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**Media Contacts:**

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**Union Square Alliance's Winter Walk to Host House Music and  
Holiday Dance Celebration on Saturday**

*Special performance from DJs and other performers will transform parts of Union Square into  
festive block party*

**San Francisco, CA** — As part of a collaboration with [The Endup](#), one of the stages at the Winter Walk celebration in Union Square will host a house music and holiday dance celebration on Saturday. There will be winter holiday vibes and cheer with performances from many talented DJs. The event will be free for all ages and sponsored by JPMorgan Chase.

San Francisco's signature holiday event, [Winter Walk](#), is a 10-day celebration that transforms two blocks of Stockton Street into a festive holiday destination.

**WHEN:** 3 p.m. - 9 p.m., Saturday, December 21

**WHERE:** Stockton Street, between Post and Geary

**WHO:**

- Union Square Alliance Chief Executive Officer **Marisa Rodriguez**
- DJ **Brian Boyce**
- DJ **Hawthorne**
- DJ **Harry Romero**
- DJ **Dean Samaras**

**WHAT:** Presented by [the Union Square Alliance](#) and sponsored by the Office of Mayor London N. Breed, the Office of Economic and Workforce Development (OEWD), Amazon, JPMorganChase, the Build Group, Gap Inc., Waymo, IKEA, The San Francisco Meeting Place, Macy's Union Square, Zoox, and Safe City Connect, this annual event will once again feature elaborate holiday decor, captivating performances, programmed snow, and seasonal offerings of food, drink, activities and shopping.

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**About the Union Square Alliance:** The Union Square Alliance serves its members and creates a high-quality, complete neighborhood experience by managing and activating public spaces; supporting existing businesses and attracting new investments; and convening, partnering, and advocating for the District's future success.