



NEWS RELEASE

December 4, 2024

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Winter Walk Returns to San Francisco this Holiday Season

10-Day street fair will turn two blocks of Stockton Street into festive pedestrian plaza

San Francisco, CA — [Winter Walk](#), San Francisco's signature holiday event, returns to Union Square December 13–22 for a 10-day celebration that transforms two blocks of Stockton Street into a festive holiday destination.

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, Zoot, 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.

"Winter Walk in Union Square is more than just a holiday tradition; it's a key part of San Francisco's ongoing downtown recovery," **said Mayor London Breed**. "As we work to revitalize our city's heart, events like Winter Walk not only bring people together to celebrate the season, but they also help drive foot traffic and support our local businesses. The vibrant atmosphere, from the festive decorations to the incredible food and entertainment, plays a critical role in rebuilding our economy and showcasing the unique spirit of Union Square."

"Union Square is where San Francisco shines brightest at the holidays," **said Marisa Rodriguez, CEO of the Union Square Alliance**. "The Winter Walk event highlights the best of our city—the creativity, the community, and the spirit of togetherness that makes San Francisco so special. It's more than just a holiday experience; it's where memories are made, where visitors feel energized, and where we showcase what makes San Francisco unique. We're so proud to host this cherished tradition in the heart of our vibrant city."

The event features an impressive culinary lineup, including seasonal treats created exclusively for the Winter Walk. One65 Patisserie will showcase chocolate figurines inspired by Union



Square's iconic hearts, while Flour and Branch offers the *Winter Walk Matterhorn*: a glittering croissant filled with tiramisu Chantilly cream and topped with a "blue" orange amaretto glaze. These limited-edition items are expected to sell out.

"World-class retail, a vibrant outdoor food market featuring some of the best eats in San Francisco, and plenty of fun activities for all ages in the heart of one of the world's most spectacular cities—what more could you want?" **said Sarah Dennis Phillips, Executive Director of OEWD.** "Come for the day, or better yet, stay for the night, and experience all of the holiday magic Union Square and Downtown have in store this holiday season."

The food truck scene will be curated by **Tanya Kollar**, the culinary "gatekeeper" behind the renowned food scene at Outside Lands. Kollar is known for overseeing the inclusion of both established and experimental food vendors, focusing on diverse, high-quality cuisine and supporting women- and minority-led businesses

Winter Walk also features seasonal cocktails by **Jon Vargas**, who has curated cocktails at the Mill Valley Music Festival, owned the local establishment 'The Royale', and worked at notable San Francisco venues including Grand Cafe and Redwood Room. His menu includes Vixen's Egg Nog, Rudolph's Mule, Ube Bridge Bliss, and Hot Buttered Drink, along with a peppermint hot chocolate for younger guests.

Winter Walk also offers a diverse array of entertainment for all ages:

"Winter Walk, a vibrant holiday event, brings the community together with diverse entertainment," **said Marisabel Torres, from JPMorganChase.** "As proud sponsors, we're excited to present two stages featuring local favorites like the Dan Ashley Band and the San Francisco Gay Men's Chorus, plus interactive acts like caroling troupes, kids' choirs, and roaming entertainers. It's a true celebration of San Francisco's unique spirit."

Santa Claus will also be available for photos on the weekends.

Additionally, Winter Walk offers a variety of seasonal attractions, including the Ornament Trail sponsored by IKEA, and the San Francisco Meeting Place located on Market Street and Powell Street decor. Visitors can pick up an Ornament Trail Guide at the Winter Walk Info Booth and explore larger-than-life ornaments created by local artists. The trail also features a giant 20-foot-wide, 10-foot-tall IKEA Blue Big Bag at the Cable Car Turnaround.

"San Francisco is where Build Group has had its roots for nearly 20 years, and we love being a part of the beauty and tradition of Union Square as a destination for families during the



holidays," **said Julie Baccelli Vice President - Acquisitions & Corporate Affairs, Build Group.** "As a company that has built and renovated much of this great city, we are both proud and excited to contribute to the Winter Walk and Powell Street installation and hope that many happy memories are created this holiday season. The vibrant blue color of the pathway turf was chosen to reflect the Union Square Alliance's brand identity, creating a visually appealing environment that enhances the holiday experience for all visitors."

"Gap Inc. is proud to support the holiday shopping experience in downtown San Francisco and we congratulate the Union Square Alliance on another successful Winter Walk," **said Stephanie Lester, Vice President, Government Affairs, Gap Inc.**

Returning again this year is the Winter Walk Holiday Marketplace, curated by Sunset Mercantile. "We're so excited to curate the Holiday Marketplace, which showcases the incredible diversity and talent of makers and artisans in San Francisco and the Bay Area," **said Sunset Mercantile founder Angie Pettit.** "With over 20 local vendors rotating daily - including those from nearby Chinatown and the Tenderloin - visitors will experience a vibrant mix of gifts, goods, and more. In addition to holiday shopping, Winter Walk is the perfect place for families to enjoy unique crafts and activities, making this a memorable stop for everyone this season."

"With offices downtown and operations nearby, Amazon is committed to supporting the revitalization of San Francisco. We are proud to sponsor Winter Walk and provide a platform for local entrepreneurs and creators." **said Stephanie Gaywood, Head of Community Engagement Northern California at Amazon.** "We believe in the power of supporting small businesses and creators, and Winter Walk offers the perfect setting to do just that."

Winter Walk will have an old-fashioned photo booth by Say Ya Photo Booth, offering guests a chance to capture the magic of the event. These vintage-style photo booths, popular at past events like Portola and Outside Lands, will allow visitors to take home a printed photo for a small fee.

Macy's will have a prominent presence at Winter Walk throughout all 10 days, offering a beauty and fragrance discovery experience where visitors can sample new products and purchase the perfect holiday gift. Macy's Union Square is also hosting the 38th Annual SF SPCA Holiday Pet Windows, running Wednesday to Sunday, from noon to 6 p.m., now through December 31. Visitors can meet and interact with adoptable pets and contribute to the SF SPCA's mission to support animal welfare.



The Salvation Army will be on-site every day from 12 to 7 p.m., ringing bells and raising funds to support holiday meals for families, food for the unhoused, and other vital services throughout the year.

A standout event on December 21 is *Downtown Daydream*, a collaborative pilot project between Hawthorn and Iron Horse, part of the City's newly established entertainment zone program. This event follows a model similar to the widely popular Oktoberfest celebration on Front Street in September, which drew roughly 10,000 people and boosted sales at the three bars involved by 1,500%. Attendees can move between Winter Walk and Maiden Lane, where they'll find three stages featuring an electric tech house lineup. Two stages will be located within Winter Walk itself while the third stage will be on Maiden Lane. The event will also feature special areas where guests can purchase to-go drinks from local bars and enjoy them in common outdoor spaces.

Guests can also interact with the SFPD Police Tent on Fridays through Sundays from 1 to 9 p.m., where officers will hand out community resources and stickers.

There will be 24/7 private security throughout Winter Walk, in addition to the popular retired Police Officers Program. Those services will be augmented by active-duty members of the San Francisco Police Department, SF Travel Welcome Ambassadors, and Union Square Ambassadors to ensure a welcoming outdoor environment for all to enjoy.

"We look forward to a safe and secure holiday season that's enjoyable for everyone who visits Union Square," said **SFPD Police Chief William Scott**. "We know how much Winter Walk means to this community and to our city, so our officers will be working around the clock to ensure a welcoming environment for all."

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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.