



NEWS RELEASE

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Winter Walk Presented by JPMorganChase Returns to San Francisco this Holiday Season

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

San Francisco, CA — [Winter Walk](#) Presented by JPMorganChase, San Francisco's signature holiday event, returns to Union Square from December 13–24 for a 12-day celebration that transforms two blocks of Stockton Street into a festive holiday destination.

Organized by [the Union Square Alliance](#) and with support from the Office of Mayor Daniel Lurie, the San Francisco Office of Economic and Workforce Development (SFOEWD), JPMorganChase, Nintendo, Gap Inc., Amazon, United, KRON4, the Downtown Development Corporation and Build Group, this annual event will once again feature food trucks, family-friendly stage programming, holiday decor, seasonal drinks, and interactive vendors such as the Holiday Marketplace Presented by Gap Inc. and the Nintendo pop-up tent.

"Winter Walk brings a special energy to Union Square," said **Mayor Daniel Lurie**. "These blocks turn into a welcoming place where families and visitors can enjoy great food, festive music, and a connection to San Francisco. This year has brought new momentum to Union Square, and Winter Walk is a perfect way to celebrate the spirit that is returning to the heart of our city."

"Winter Walk Presented by JPMorgan Chase has become one of the most cherished traditions in San Francisco and we are so honored to continue that legacy this year," said **Union Square Alliance CEO Marisa Rodriguez**. "People come from all over the Bay Area to visit Union Square, because this is where we celebrate life's greatest moments. This is a place where children can visit with Santa Claus, visitors can enjoy delicious, specially curated food and drinks, and shoppers can take in all the great holiday decorations at our wonderful retail stores and hotels. Stockton Street is transformed into a magical holiday promenade, where everyone embraces the holiday spirit. It will be a wonderful, unforgettable celebration with our community."

"JPMorganChase is deeply committed to strengthening downtown San Francisco, and we're honored to support Winter Walk as a celebration of the holiday season and the vibrant businesses that make this city unique," said **Noah Wintroub, Global Chair of Investment**



Banking at JPMorganChase. "Through our immersive 'Ambition in the Air' installation at Winter Walk, we're proud to uplift the voices and ambitions of San Franciscans, sparking connection and helping build a bright future together."

"Our city is roaring back to life and that charge has been led by Union Square," said **Supervisor Danny Sauter**. "New businesses are opening up every day, wonderful activations continue to attract visitors from all over and our safe and secure streets make for a warm, accommodating experience here. Winter Walk will be the latest opportunity to showcase all that Union Square has to offer."

"Downtown San Francisco is in a resurgence because we are approaching its revitalization from every angle, supporting small businesses, attracting new investments, and creating memorable experiences that bring people together," said **Anne Taupier, Executive Director of the Office of Economic and Workforce Development**. "Winter Walk is a perfect example of that work. By creating vibrant, family-friendly spaces, we're giving residents, workers, and visitors another reason to come downtown and enjoy everything Union Square has to offer. These kinds of interactive, people-centered activations are key to our long-term strategy for a welcoming and resilient downtown."

The Nintendo tent will include fun photo opportunities, the opportunity for Nintendo Account holders to check in to receive 100 My Nintendo Platinum Points, and more! Situated on Stockton Street between Post and O'Farrell Streets, Winter Walk Presented by JPMorganChase will be open from 11 a.m. – 7 p.m. Mondays – Wednesdays and 11 a.m. – 9 p.m., Thursdays – Sundays.

For the first time, the Holiday Marketplace will be presented by Gap Inc., a natural partnership given their brand presence in Union Square and dedication to supporting the community. Curated by West Coast Craft, the fan-favorite exhibitor at the Fort Mason Night Market, the Holiday Marketplace Presented by Gap Inc. will showcase 10 local artists with their crafts available for purchase. Neighboring the Marketplace, Old Navy will have a pop-up store with seasonal merchandise as well.

"Union Square has always been a symbol of creativity, community, and resilience—and events like Winter Walk remind us why San Francisco is such a special place," **Mame Annan-Brown, Chief Communications Officer, Gap Inc. and Chair & President, Gap Foundation**. "That's why we're so excited to be the first retail pop-up featured at Winter Walk this year. Over the next 11 days, we invite everyone—neighbors, friends, and visitors from near and far—to stop by our space for a bit of holiday cheer and to support the Boys & Girls Clubs of San Francisco, an organization doing incredible work for our city's young people."



WINTER WALK

Presented by
JPMorganChase

"I'm incredibly excited to co-host the kickoff to Winter Walk 2025," said former **Golden State Warriors player Festus Ezeli**, who is acting as a special Ambassador for the event this year. "The Bay has given me so much, and partnering with Union Square to help bring people together during the holidays feels especially meaningful. Winter Walk fills Union Square with joy every year, and being part of launching this 12-day celebration is an honor I'm grateful for. I can't wait to share this moment with the community."

The event features an impressive culinary lineup, including Nepalese style cooking with Momolicious, smash burgers with Me So Hungry Too, Maine lobster rolls with Cousins Maine Lobster, fried chicken with Me So Hungry Too, and much more.

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. Check out the full food truck schedule [here](#).

Winter Walk Presented by JPMorganChase 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 hot chocolate and non-alcoholic eggnog, as well as a variety of cocktails: including Fisherman's Warmth (mulled wine), Santa's Nightcap (whiskey and coffee with peppermint whipped cream), and Elf on the Shelf (whiskey and hot chocolate topper with whipped cream).

Winter Walk Presented by JPMorganChase also offers a diverse array of entertainment for all ages. On-stage acts include Los Kimberos Salsa, the Golden Gate Belles, LionMe + Dragon Dancers, and much more. Check out the full stage schedule [here](#). Santa Claus will also be available for photos on the weekends.

"Winter Walk is one of the traditions that makes San Francisco shine, and Build Group is incredibly proud to support it for the sixth consecutive year," said **Julie Baccelli, Vice President of Acquisition & Corporate Affairs at Build Group**. At a moment when our city is experiencing real momentum — in business, in community, and in spirit — this event is a powerful reminder of what we can build when we come together. It's a truly special time of year, and we're honored to stand with the Union Square Alliance in bringing this celebration to life for residents, families, and visitors across the Bay Area."

"Amazon is proud to support Winter Walk and the Union Square Alliance in bringing our community together this holiday season," said **Dean Allsopp, Manager of Community**



Engagement, Amazon. "As a large employer downtown, we're committed to creating vibrant spaces where families can gather and connect. Winter Walk represents the type of collaborative partnership that makes our city a welcoming destination for residents and visitors alike."

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 Presented by JPMorganChase throughout all 12 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 39th annual SF SPCA Holiday Windows, which will once again feature rescue animals in need of finding their forever homes. Visitors will be able to see the twinkling eyes and playful paws of adorable puppies and kittens, each one waiting to bring their unique holiday magic home, happening every Wednesday – Sunday, from 12 p.m. – 5 p.m.

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

Guests can also interact with the SF Fire Department Tent on Saturday, December 13 – Friday, December 19 through from 11 a.m. to 7 p.m., where officers will hand out community resources and stickers.

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

"The holidays bring an incredible energy to Union Square, and SFPD's goal is to make sure everyone can enjoy it safely," said **SFPD Lieutenant Dean Hall**. "With Winter Walk and other seasonal events, we are committed to maintaining a strong public safety presence so families, residents, and visitors can focus on celebrating. We are excited for a bright and busy holiday season ahead."

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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.