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## **St. Petersburg Downtown Business Association Hosts 47th Annual Sunrise Sale on July 16, 2020**

[ST. PETERSBURG, FL, June 18, 2020] – As the City of St. Petersburg cautiously reopens, the Downtown Business Association has announced that the annual Sunrise Sale will happen as planned, with careful attention to COVID precautions. This year marks the 47th anniversary of the blockbuster summer sale which has been featured in the *New York Times* and often referred to as “St. Petersburg’s Largest Pajama Party.”

Beginning at 6:43 a.m. and continuing throughout the day, scores of downtown and nearby St. Petersburg merchants and businesses will offer doorbuster sales and special offers. The annual event sees downtown filled at dawn with yellow flags, bright balloons and eager shoppers – and this year will have some online pre-order and pick-up options for those who aren’t yet comfortable going inside.

Shoppers are encouraged to wear their pajamas (or their finest COVID loungewear) and those who do are often treated to extra discounts or small gifts. This year, there will be a special mask contest via social media.

“This year more than ever we need to support these local merchants who have faced months of lost revenue,” says DBA President Tami Simms. “The event was originally created to boost sales in the slow summer months, but this year can play a pivotal role in their ability to recover and to keep their doors open.”

The event is open to the public, and maps will be available at all participating locations to guide people to participating businesses. Anxious shoppers can follow the Sunrise Sale announcements on Facebook at [www.facebook.com/DBAStPete](https://www.facebook.com/DBAStPete). Special offers will be highlighted leading up to the event.

### **About the Downtown Business Association (DBA)**

Founded in 1973, the DBA is a non-profit membership association representing the arts, retail, restaurants, banking, city government and other various types of businesses, with a common interest of strengthening the downtown area. The DBA promotes downtown St. Petersburg as a vibrant, safe and friendly waterfront environment with outstanding entertainment, cultural attractions, retail, art galleries, dining and business opportunities.

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