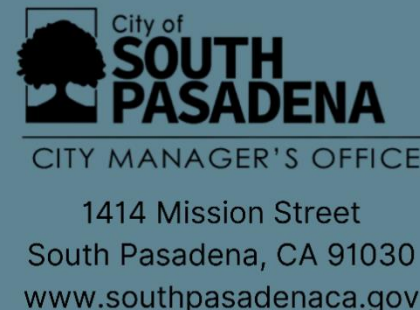




PRESS RELEASE



FOR IMMEDIATE RELEASE

September 21, 2023

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Experience South Pasadena Debuts Two New Self-Guided Walking Tours

South Pasadena (Calif.) - The City of South Pasadena and the South Pasadena Chamber of Commerce are delighted to announce the launch of two new seasonally themed, self-guided walking tours as part of the "Experience South Pasadena" program. Both tours will run from September 18 - October 23, 2023, and were designed to excite residents and nearby consumers to engage with local businesses and landmarks in new ways and be reminded of the many diverse offerings that comprise the landscape of South Pasadena.

- The "Crafted in South Pas" tour celebrates local businesses that specialize in handmade products. Featured tour stops include Fiore Market Café, Moss & Meadow, Retreat Lifestyle, Cos & Pi, and Artisans' Alley at the October 21st Arts Crawl.
- The "Architecture and Building Tour," produced by the South Pasadena Public Library, provides a captivating historic journey of notable buildings in the City's Mission District.

The Summer 2023 tours - "Around the World in South Pasadena" and "Library Art" - brought 50 visitors to the city and inspired residents to visit businesses for the first time as well as visit ones they had not been to recently. "The Experience South Pasadena program is a really cool idea. Love that I get to explore the city and try new places with the program while also supporting local business," said one participant. Participation in the tours is free; there are two easy options to start:

1. Check in to each tour stop digitally by scanning the QR code at a participating business, or by clicking [here](#); or

2. Pick up a printed brochure at City Hall, the Library, or the South Pasadena Senior Center to track your visits by pen and paper.

Completed brochures may be submitted to the City Manager's Office in City Hall, located on the 2nd floor of 1414 Mission Street, South Pasadena CA, 91030. City Hall is open Monday–Thursday from 7:30 a.m.–6:00 p.m. Upon the conclusion of the tours on October 23, 2023, the City and Chamber of Commerce will randomly select a participant that has completed the Crafted in South Pas tour to win a \$50 gift card to a participating business of their choice.

The Experience South Pasadena program is designed to showcase the unique charm and diverse offerings of South Pasadena. By encouraging residents and visitors to shop local, the program aims to stimulate economic growth within the community and illuminate the vibrant experiences that can be found here. For more information, visit www.southpasadenaca.gov or www.southpasadena.net.

#

CRAFTED IN SOUTH PAS



Explore local businesses that specialize in handmade products!

This tour runs from September 18 through October 23, 2023



Enter to Win

Visit all five featured businesses by October 23rd for a chance to win a \$50 gift card!

EXPERIENCE SOUTH PASADENA

offers seasonally themed, self-guided walking tours to explore the city's unique experiences and businesses - all while showcasing the rich history that can be found here.

At the end of this 5-week 'Crafted in South Pas' tour, one participant will be randomly selected as the grand prize winner of a \$50 gift card.

Participation is simple: visit each featured business and scan the QR code on this poster to check-in.

Participants who visit all 5 locations by October 23rd will be entered to win!

SCAN ME



Fiore Market Café
1020 Mission St. Suite J
Homemade bread

1

2



Moss & Meadow Designs
1000 Fremont Ave. #110
Handcrafted floral arrangements



Retreat Lifestyle
966 Mission St.
Handmade jewelry

3

4



Cos&Pi
303 Pasadena Ave.
Homemade pastries and seasonal goods



Artisans' Alley at the Arts Crawl
Oct 21st; 3-8 p.m.
913 Meridian Ave.
Handcrafted gifts & more

5



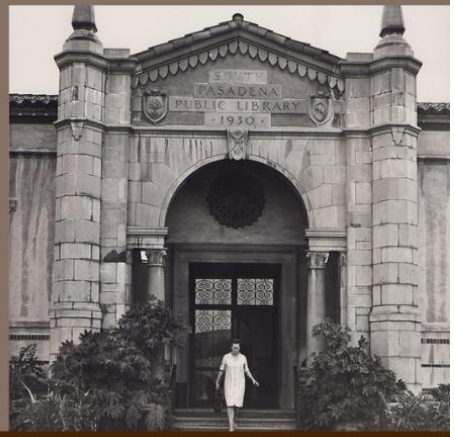
www.southpasadenaca.gov



www.southpasadena.net

ARCHITECTURE & BUILDING TOUR

Explore the history of the South Pasadena Mission District!



This tour runs from September 18 through October 23, 2023

Experience South Pasadena

offers seasonally themed, self-guided walking tours to explore the city's unique experiences and businesses - all while showcasing the rich history that can be found here.

Participation is simple: visit each featured location and scan the QR code on this poster to complete the tour and submit a photo of your experience!



Mission Hotel (1923)
950 Mission Street

1

2

South Pasadena Bank Building (1904)
1019 El Centro Street

Meridian Iron Works (1887)
913 Meridian Avenue

3

4

Watering Trough and Wayside Station (1906)
913 Meridian Avenue

Century House (1888)
1000 Mission Street

5

6

Library Community Room (1908)
1115 El Centro Street



www.southpasadenaca.gov



www.southpasadena.net