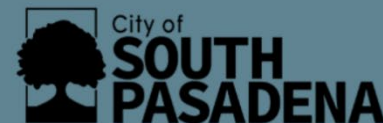




PRESS RELEASE



CITY MANAGER'S OFFICE

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FOR IMMEDIATE RELEASE

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Launch of Next Experience South Pas Walking Tour for the Spring Season

South Pasadena (Calif.) - The City of South Pasadena and the South Pasadena Chamber of Commerce are delighted to announce the launch of a new seasonally themed, self-guided walking tour as part of the "Experience South Pasadena" program. The guide is designed to excite residents and visitors to enjoy their time in South Pasadena local businesses and upcoming events. The launch for this season is titled "Spring Bloom in South Pas," a guide that includes spring offerings and sustainability focused events.

This walking guide will run from March 28 – May 2, 2024. Featured tour stops include:

- La Monarca Bakery & Café located at 1001 Mission Street;
- Eva Franco Clothing located at 1509 Mission Street;
- Dinosaur Farm located at 1510 Mission Street;

- And various events including the upcoming Eclectic Music Festival and Arts Crawl on April 27, 2024 and the Mission to Mission Active Streets event on April 28, 2024.

"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 from a previous launch. Participation in the tours is free; there are two easy options to start:

- Check in to each tour stop digitally by scanning the QR code at a participating business, or by clicking [here](#); or
- 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 May 2, 2024, 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. 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 the City's website: www.southpasadenaca.gov or the Chamber of Commerce's website: www.southpasadena.net.

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