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## **FREE SUN LINK RIDES TO CELEBRATE SMALL BUSINESS SATURDAY**

*Ride the streetcar for free on November 30th to local businesses and the Parade of Lights*

**TUCSON, Ariz.** –On Saturday, November 30th, Sun Link invites Tucson residents and visitors to ride the streetcar for free in celebration of Small Business Saturday. The free streetcar service begins at 8 a.m. on Saturday and ends at 2 a.m.

Sponsors of the free rides are Downtown Tucson Partnership, Fourth Avenue Merchants Association, Main Gate Square and the Mercado District. All participating sponsors invite shoppers to take part in Small Business Saturday, an annual holiday shopping event that helps support local businesses and the community.

“Historic Fourth Avenue boasts over 140 locally owned businesses and is one of the best places to experience our community’s diverse culture,” says Fred Ronstadt, Executive Director of the Fourth Avenue Merchants Association. “Small Business Saturday celebrates our local entrepreneurs and reminds folks of all the wonderful treasures available right here in our own backyard. Fourth Avenue invites our community to enjoy the Heartbeat of Tucson!”

Many local retailers and businesses along the streetcar route are kicking off the holiday season with promotions and great deals for shoppers.

Along with the celebration of Small Business Saturday, downtown Tucson's holiday event, the 25th Annual Parade of Lights, will also take place on November 30th. Festivities will take place at Jácome Plaza, beginning at 4:30 p.m., and include live entertainment, a classic car show, and the tree lighting ceremony prior to the parade.

Shoppers and downtown visitors can park conveniently along the route and ride the streetcar to any destination within the districts. Visit the Sun Link website for parking information. Free street-parking is also available in downtown, the Mercado District, and along 4th Avenue. All University of Arizona garages (except Second Street Garage) are free that weekend. Visit UA Parking & Transportation Services for more information.

Small Business Saturday takes place each year on the Saturday following Thanksgiving.

For more information and trip planning assistance on Sun Link, call the Customer Service Center at (520) 792-9222 (for persons with hearing and speech impairments, call TDD: 520-628-1565).