



PITTSBURGH  
DOWNTOWN  
PARTNERSHIP

**FOR IMMEDIATE RELEASE**

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**IS THAT A GIANT FLYING PICKLE? IT MUST BE TIME FOR  
PICKLESBURGH IN DOWNTOWN PITTSBURGH!**

**RACHEL CARSON BRIDGE TRANSFORMS AGAIN INTO  
DESTINATION FOR ALL THINGS PICKLED**

**LAST YEAR'S INAUGURAL FESTIVAL WAS A REALLY "BIG DILL"  
FEATURED ON TODAY SHOW AND GOOD MORNING AMERICA**

**FESTIVAL EXPANDS FOR 2ND YEAR WITH EVEN MORE PICKLES, LONGER HOURS,  
LARGER DEMO TENT AND "LI'L GHERKINS" ACTIVITY AREA**

**Downtown Picklesburgh, PA** – For two days in July, the Rachel Carson Bridge in Downtown Pittsburgh will again transform into Picklesburgh, highlighted by a giant flying Heinz pickle balloon, custom built by a team that also crafts balloons for Disney and the Macy's Thanksgiving Day parade. The social media darling of last year's event, the pickle balloon appeared in tens of thousands of Facebook, Twitter and Instagram selfies. Last year's inaugural Picklesburgh was a huge success that garnered national attention on the Today Show, Good Morning America, Fox News and TV stations in dozens of cities across the country.

Produced by the Pittsburgh Downtown Partnership, Picklesburgh is a culinary celebration that goes beyond the dill pickle to include international dishes and handcrafted foods from local chefs that house-cure pickled vegetables; informative how-to demonstrations that embrace the farm-to-table movement and the rising popularity of DIY canning; fun pickle themed merchandise, live music, a "Li'l Gherkins" area with free activities, and even a competitive pickle juice drinking contest. The event will be Friday, July 15 and Saturday July 16, with expanded hours from noon – 10:00 p.m. on both days. Craft beer will be available all during the Festival and, beginning at 5:00p.m., several restaurants will offer a selection of artisan cocktails, many featuring pickled ingredients. More information about Picklesburgh can be found at [www.picklesburgh.com](http://www.picklesburgh.com).

Pittsburgh has deep pickle roots among its various ethnic communities, as well as commercial production that dates back to the nineteenth century, when Henry Heinz began selling pickles and other pickled vegetables as some of his first products even before ketchup! As the presenting sponsor, the Kraft Heinz Company is celebrating its hometown heritage by giving away free pickle pins and other Heinz merchandise. The Kraft Heinz Company has exciting news for Pittsburgh that is quite possibly even "a bigger dill" than the centerpiece balloon (details to be released in the coming weeks)!

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Home canning and pickling is becoming increasingly popular and Picklesburgh will include a newly expanded Demo Area presented by the Pittsburgh Post-Gazette, which has earned a reputation among foodies for its extensive local coverage of cooking and dining. A robust schedule of short “how-to” lessons will allow pickling newbies and pickling perfectionists to hone their skills under the guidance of local chefs, pickling clubs and even local bartenders.

No celebration would be complete without music, and BNY Mellon is also celebrating its hometown roots by presenting the Picklesburgh stage, which will provide the live soundtrack for the Festival. The stage will feature local Pittsburgh musical icons, up-and-coming bands and a selection of musical genres encouraging pickle lovers to put on their boogie shoes. The BNY Mellon stage also will be the place to gather between musical sets on Saturday for the highly entertaining pickle juice drinking competition, with more than 60 participants downing a quart of pickle juice in pursuit of a \$500 grand prize. Color commentary and band introductions will be provided by some of Pittsburgh’s favorite media personalities from media sponsors KDKA-TV, The CW, BOB-FM, and Q92.9.

Picklesburgh is brought to you by The Pittsburgh Picklesburgh Downtown Partnership (PDP), a non-profit organization that develops and implements innovative programs, economic development initiatives, and provides transportation advocacy to enhance the Downtown neighborhood. Events include some of Pittsburgh’s most successful and imaginative events such as Light Up Night, the Market Square Farmers Market, Downtown Rooftop Shindigs, Yoga in the Square, and the Peoples Gas Holiday Market.

**About the Pittsburgh Downtown Partnership**

*Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP’s strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and “like” us on Facebook.*

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