



FOR IMMEDIATE RELEASE

The Sale Must Go On

Downtown Oakville brings its annual sidewalk sale online and is kicking it off with a one-of-a-kind Instagram Live Auction.

Oakville, ON – For 46-years, retailers along Oakville’s historic Lakeshore Road have pulled product to the street in celebration of Downtown Oakville’s Annual Sidewalk Sale. However, this year – year 47 – is going to look a little different than years passed. Great sales will abound online through a giant cyber sidewalk sale that allows you to get the deals you look forward to regardless of physical distancing restrictions. Those businesses that can open may offer in-store sales.

Due to the circumstances surrounding COVID-19, the Downtown Oakville BIA and its retailers have stepped outside the box and are determined to make this year’s Sidewalk Sale better than ever. With a special online platform, folks can shop #DToakFromHome at their Cyber Sidewalk Sale. From May 28 – 31, shoppers can access ‘bigger than the sale rack’ sales from participating #DToakville retailers online.

What does this mean for you? Some pretty great stuff, actually. With the Sidewalk Sale taking a virtual approach, shoppers can access great deals at any time (day or night) throughout the event. There will also be free shipping and local delivery offered by many retailers. Now is the perfect time to stock up on gifts and support #smallbusinesses when they need us most.

With street-facing retailers permitted to reopen as of May 19, some stores will also be open for in-store shopping with physical distancing measures in place. Be sure to follow us on Facebook (@downtownoakville), Instagram (@oakvilledowntown), and Twitter (@oakvilledwntown) for regular updates leading up to and through the event.

In addition to the Cyber Sidewalk Sale, the BIA is working hard to support the community and downtown businesses through an Instagram LIVE Auction on Wednesday, May 27th at 7 p.m. The auction, which features items from local businesses, also brings with it a lot of fun and community spirit; not only do you leave with great items but with a smile and full heart! While we cannot get together in person, we can still come together to support local, with live chat to our fellow shoppers. The auctions support local businesses, with previous sales of over \$5000 in a few short hours, as well as local charities, with over \$2,500 donated (past recipients include Fare Share Food Bank Oakville and Lighthouse for Grieving Children). The next LIVE Auction is anticipated to be just as successful with a lineup of great items up for bid (details to be released soon). Tune in by following us on Instagram (@oakvilledowntown).

The Downtown Oakville BIA truly believes that even under physical distancing circumstances and the unknowns of these strenuous times, together we can continue to support the community, our local charities, and our small business.

For a full list of retailers participating in the Cyber Sidewalk Sale visit oakvilledowntown.com/event/virtual-sidewalk-sale-downtown-oakville/



About the Downtown Oakville BIA

Downtown Oakville is a dynamic shopping and cultural district. It is recognized for its outstanding retail mix, professional services, and exceptional dining, and is rich in history and heritage. The Downtown Oakville Business Improvement Area (BIA) is a non-profit organization dedicated to improving the economic health and quality of life in Downtown Oakville. The BIA works to create the best possible environment in which to work, shop, live, and visit. Home to over 400 business members, the BIA supports these one-of-a-kind business gems through marketing and the beautification of their historic business district.

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