

SPREAD THE LOVE ASTORIA



Love is all you need in Astoria, Oregon.
Surround yourself in love, starting February 1st!
Follow uppertownbusinessassociation.com/spreadtheloveastoria
for more information on lodging, dining, shopping, and events.

- Buy a **Love Lock** for \$20 and hang it on Pier 39 with your sweetheart
- Enjoy free admission to **LOVE on PIER 39** celebration on Feb. 10th, featuring local creators, food vendors & live music
- Find the **50 pink neon hearts** in business windows
- Share your love on Instagram with **#SpreadTheLoveAstoria**
- Leave a Valentine for your favorite Astoria shop or service in their **decorated Valentines counter mailbox**
- Write a Haiku & read it on the **Love Line @ (503) 228-1931** for a chance to win a fun surprise
- Take a photo with the **giant wooden Astoria Heart** on Pier 39 and visit the nearby shops and eateries

CELEBRATE LOVE WITH ASTORIA, OREGON THIS FEBRUARY!





January 22, 2024

For Immediate Release:

#SpreadTheLoveAstoria: A Month-Long Celebration of Love in Astoria

Astoria, OR, January 22, 2024 - Love is in the air in Astoria this February, and it feels even better to share. The Uppertown Business Association invites locals and visitors to join the #SpreadTheLoveAstoria campaign, a month-long celebration of love in all its forms, centered around the Astoria Love Locks.

Inspired by the theme of vintage heart tattoos and a city-wide color palette of pink and red, the #SpreadTheLoveAstoria campaign aims to promote the city's unique charm, culture, and community, as well as supporting local businesses and artists.

The campaign kicks off on February 1st, when participants can purchase a \$20 Love Lock kit from MESS HALL MARKET Specialty Foods, MENAGERIE Artisan Gifts, Coffee Girl, or Astoria-Warrenton Visitor's Center. The kit includes a padlock, a marker, and a sticker. Participants can write their names, initials, or a message on the lock, and hang it on Pier 39 Astoria, creating a colorful and symbolic display of love.

The campaign continues on February 10th, with the LOVE on PIER 39 celebration, a free event featuring 30 creators and food vendors, live music by Barbara Anne, and love song vinyl spinning by DJ Schmeazy.

Throughout the month, participants can also search the city for the 50 pink neon hearts hung in business windows, snap a pic, drop a Valentine for their favorite places at the local valentine's boxes at businesses around town, tag #SpreadTheLoveAstoria, and post to Instagram, sharing the things, places, and people they love in Astoria.

Looking for more ways to share the love? Write a special Haiku and read it on the Love Line by calling (503) 228-1931, and stand a chance to win a fun surprise, delivered by mail. On Valentine's Day, or any day in February, take a sweet photo in front of the giant wooden Astoria Heart on Pier 39, by MESS HALL MARKET Specialty Foods and OleBob's Seafood Market.

For more information on lodging, eating, drinking, shopping deals and events, participants can follow uppertownbusinessassociation.com/#SpreadTheLoveAstoria.

The #SpreadTheLoveAstoria campaign is a great opportunity to celebrate love in all its forms, and to discover the beauty and diversity of Astoria. Come surround yourself in love, starting February 1st.

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