



media contacts:

DP&A, Inc / David Perry / (415) 676-7007 / news@davidperry.com

Stacy Jed / Union Square Alliance / (415) 781-7880 x108

/stacy@unionsquarealliance.com

**“Union Square in Bloom”
Enlivens The Heart of San Francisco This Spring & Summer**

**Area Hotels, Restaurants, Bars and Merchants Burst With Floral Décor
in 2nd Annual Event Celebrating District’s Floral History
with Wide Range of Events: Bloom + Bubbles Passport,
Family-Friendly Activity Passport, Room in Bloom Packages**

**Grand Blooming Unveiling on May 14th,
Featuring a Delightful Mother's Day Salsa Dancing and Music Celebration**

17 April 2023 – San Francisco, CA: Like fresh spring bulbs bursting forth following a long, damp winter, **Union Square in Bloom** returns for its second year with spectacular oversized floral displays cascading from area hotels, restaurants, bars, and shops, along with special offerings highlighting Union Square’s rich floral history and blooming rebirth. This May, leading up to a grand Mother’s Day Celebration, you can take a curated passport through all the blooms & attractions. Union Square will be in “full bloom” with numerous vibrant floral displays, welcoming residents, workers, and visitors to the heart of San Francisco.

This event honors its rich floral roots while nurturing the growth of innovative traditions through a colorful floral display to welcome residents, workers, and visitors to the heart of San Francisco. The "Blooming," a tribute and the seed of new traditions, will be completed and unveiled in a special event on **May 14, from 1pm – 4pm**, fittingly named **The Roots of Creation: A Mother's Day Celebration**. Centered around the floral artistry of the Union Square stage, the event is sponsored by the **Union Square Alliance** (www.visitunionsquaresf.com).

“Union Square in Bloom is about bringing bright color, beauty and positive energy to San Francisco’s iconic center,” said **Marisa Rodriguez, CEO for the Union Square Alliance**.

“Dozens of vibrant floral displays and interactive programming will create a cohesive theme throughout the district. This is just the beginning of a strong tradition we hope to build on year after year.”

Rodriguez’s optimism is given proof by increased tourism, newly opened retail outlets in the district, and the popularity of last month’s American Tulip Day which brought over tens of thousands of people to the Square to take home free tulips.

“Union Square has a long history as a hub for floral art and engagement,” says Rodriguez. “For decades, flowers, particularly daffodils, were handed out to visitors walking through Maiden Lane. This year is truly the time to say that Union Square is back, and ready to show off its budding treasures.”

The Union Square district is embracing the season with a variety of vibrant and engaging events, programs, and promotions, including a Mother's Day celebration, a Family-Friendly Activity Passport, a "Bloom + Bubbles" Passport, available on and Room in Bloom Hotel Packages. The passport books will be available to download from the Union Square Alliance [website](#) by May 11, 2023.

For the next several weeks, dozens of area businesses are planting the seeds for a floral explosion culminating Mother’s Day weekend. **On Mother’s Day Sunday, May 14 (1pm–4pm)** the Union Square stage will feature local Salsa music performers and dancers, plus opportunities for dancing in the plaza in a florally transformed space.

Also launching on Mother's Day weekend is unique **Union Square in Bloom passports**, encouraging visitors to explore the floral displays, and visit shops and restaurants. The **Activity Passport** includes a family-friendly adventure of discovery, floral education, and interactive games. The **"Bloom + Bubbles" Passport** showcases floral-inspired beverages at local hotels, restaurants, and bars.

Local businesses and community partners taking part in the Union Square in Bloom by installing floral décor at their entrances or interiors, along with blooms in public spaces include: A.C.T ▪ Axiom Hotel ▪ Bus Stop by Macy’s ▪ Beacon Grand ▪ Canterbury Hotel ▪ Chancellor ▪ CK Contemporary ▪ Garden Party SF ▪ Grand Hyatt ▪ Handlery Hotel ▪ Herbert Hotel ▪ Hilton/Parc55 ▪ King George Hotel ▪ Maiden Lane ▪ Mastro’s Steakhouse ▪ Neiman Marcus Rotunda ▪ New Delhi Restaurant ▪ Union Square Inn ▪ Scheuer Linen ▪ SFO United Lounge ▪ Stratford Hotel ▪ TAJ Campton ▪ The Barnes ▪ The Donatello Hotel ▪ Westin St. Francis ▪ Union Square Alliance Building ▪ Union Square Plaza Stage

Participants in the “Bloom + Beverage” Program and other special offers are: Beacon Grand ▪ E&O Kitchen and Bar ▪ Harlan Records ▪ Hawthorn ▪ Hilton – CityScape ▪ Iron Horse Cocktails

▪ Macy's Wine Bar ▪ New Dehli Restaurant ▪ Parc 55 – Cable 55 ▪ Sam's Cable Car Lounge ▪ Sool Bar & Lounge Food Program ▪ E&O Kitchen ▪ The Barnes ▪ The Westin St. Francis' Clock Bar, and Zingari Restaurant and Bar.

Room in Bloom Hotel Packages - Select district hotels, including the historic Westin St. Francis and the newly renovated Barnes Hotel, offer 'Room in Bloom' packages featuring a seasonal bouquet upon arrival.

Sponsors for the 2nd Annual Union Square in Bloom include **Macys** and **United Airlines**.

“Union Square is bursting in beauty and excitement,” said Rodriguez. “Whether it's a bloom trail guide for youth, floral fashion shows for the adults, or special ‘staycation’ hotel packages for the whole family, Union Square will be *the place* to celebrate the beauty and diversity of San Francisco this spring and summer.”

As Union Square in Bloom specific events, additional sponsors and programs are added, updated information will be available online at www.visitunionsquaresf.com.

About the Union Square Alliance:

The Union Square Alliance serves members and creates a high-quality visitor experience by managing and activating public spaces, attracting new investment, and advocating for the District's future success. Union Square is the vibrant heart of San Francisco and an international destination where visitors come to enjoy exceptional retail experiences, luxury hotels, world-class cultural institutions, and great public spaces found only in the City by the Bay. A lively 27-block community surrounding Union Square Park in the heart of San Francisco makes up the Union Square Alliance. It is generally bordered on the north by Bush Street, on the east by Kearny Street, on the south by Market Street and on the west Taylor Street. For more information on the Alliance, go to www.visitunionsquaresf.com

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