

**PLAID  
IS THE NEW  
BLACK**



**#shoplocal #plaidfriday  
#shopdowntownastoria**



**Shop LOCALLY This Holiday Season!**

ART BY LOCAL ARTIST RONNI HARRIS



# PLAID FRIDAY *in downtown astoria*

## PLAID FRIDAY

was conceived from the idea of weaving individual threads of small businesses a strong fabric, celebrating the diversity and creativity of independent businesses.

## PLAID FRIDAY

is the relaxing and enjoyable alternative to the big box store "Black Friday" and is designed to promote both local and independently-owned businesses during the holidays.

## PLAID FRIDAY

strives to bring back the days when shopping for friends and family during the holidays was a pleasurable and leisurely activity.

## 12 DAYS OF PLAID

kicks off November 12. Post daily showing us your plaid to win a shopping spree. Look for Plaid Friday banners at participating downtown Astoria businesses.

**#plaidfriday**



@Astoria Downtown Historic District Association