



FOR IMMEDIATE RELEASE

PINK FRIDAY COOKIE CRAWL RETURNS TO DANVILLE NOVEMBER 21 A SWEET WAY TO SHOP SMALL AND SUPPORT LOCAL

DANVILLE, PA – November 12, 2025 – The Danville Business Alliance (DBA) is excited to announce the return of the much-loved Pink Friday Cookie Crawl, set for Friday, November 21, 2025 in Downtown Danville and beyond. This annual event combines small business shopping, community connection, and festive fun, just before the holiday rush begins.

Pink Friday is the “Shop Small First” alternative to Black Friday, designed to encourage shoppers to visit and support local businesses ahead of the national retail rush. The day celebrates the power of shopping small and keeping holiday spending local, while the Cookie Crawl adds an extra layer of sweetness to the experience.

ABOUT THE COOKIE CRAWL:

To join the fun, participants can purchase a Cookie Crawl bag for just \$5 (cash only), which serves as their ticket for the event. Only 200 bags are available and are expected to sell out quickly. All proceeds benefit the Thomas Beaver Free Library. Each Cookie Crawl bag, which acts as a participant’s ticket, grants access to 12 participating businesses, where shoppers will collect a festive treat at each stop while exploring Danville’s boutiques and eateries. Bags are available for purchase Wednesday, November 12, through Wednesday, November 19, or until sold out. Bags are available at Scott’s Floral, The English Garden and Troop 47 Trading Co.

NOT INTERESTED IN COOKIE CRAWLING?

No ticket? No problem! Pink Friday is open to everyone. Participating shops and restaurants will be open until at least 8:00 p.m., offering special deals, extended hours, and plenty of holiday cheer. “Pink Friday and the annual Cookie Crawl bring together everything that makes Danville special; our small businesses, community spirit, and festive energy,” said Lura Good, Executive Director of the Danville Business Alliance. “It’s a fun, family-friendly way to kick off the holiday season while supporting the local entrepreneurs who make our town thrive.”

Both Pink Friday and the Cookie Crawl are proudly hosted by the Danville Business Alliance and participating member businesses.

EVENT DETAILS AT A GLANCE:

 **Date:** Friday, November 21, 2025

 **Time:** All day; businesses open until at least 8:00 p.m.

 **Location:** Downtown Danville, PA

 **Cookie Crawl Tickets:** \$5 (cash only), available November 12–19 or until sold out

 **Purchase Locations:** Scott’s Floral, The English Garden, and Troop 47 Trading Co.

ABOUT THE DANVILLE BUSINESS ALLIANCE

The Danville Business Alliance (DBA) is a non-profit organization dedicated to supporting and promoting a vibrant, thriving downtown through business development, community events, and collaborative partnerships. The DBA works year-round to enhance the quality of life in Danville by encouraging economic growth, fostering local pride, and creating a welcoming environment for residents and visitors alike.