



**Chinatown Fresno Foundation**  
**Jan Minami**  
**559.859.1763**  
[jan@chinatownfresno.org](mailto:jan@chinatownfresno.org)  
[www.chinatownfresno.org](http://www.chinatownfresno.org)

**FOR IMMEDIATE RELEASE**

## **The Pop-Up Place**

[Chinatown Fresno CA, October 15, 2024] The Pop-Up Place Project offers inspiration and ongoing support for new and existing micro-enterprises in Chinatown Fresno. As the first cohort of entrepreneurs moves into The Pop-Up Place, they begin a journey that not only brings success to their ideas but expands possibilities for established micro-enterprises as well. By fostering entrepreneurship, community engagement and strategic planning, this initiative is set to generate success, resilience and cultural richness leading to job growth, a sound Chinatown economy and improved quality of life.

The Pop-Up Place will welcome two start-up businesses to a shared Chinatown location. The participating businesses are Vintage Drip Clothing and Judging by the Cover – A Bookstore, LLC. The hours of operation for the Pop-Up Place are Tuesday through Saturday 11 A.M. to 6:00 P.M.

The Chinatown Fresno Foundation will oversee the operation, offering business assistance through individual consulting, organized business workshops and help with locating a storefront after the six-month stay. Businesses will complete the program by the end of April 2025.

Come celebrate the launch of The Pop-Up Place next week.



WHAT	The Pop-Up Place Launch
WHEN	October 22, 2024 (Tuesday) 11:00 am
WHERE	The F Street Plaza (1029 F Street)
MORE INFO	WEBSITE <a href="http://www.chinatownfresno.org">www.chinatownfresno.org</a> PHONE 559.815.9592 EMAIL <a href="mailto:biz@chinatownfresno.org">biz@chinatownfresno.org</a>

Chinatown Fresno Foundation is a 501(c)3 community benefit organization that serves the Chinatown Fresno neighborhood. We unite our community, honor our heritage, strengthen business and property assets, and build vibrancy in the neighborhood. For more information about the Pop-Up Place or the organization, use the links above or contact us at 559.859.1763 or <mailto:biz@chinatownfresno.org>