PRESS RELEASE

TJPA ANNOUNCES 2026 WINTERFEST FESTIVITIES AT SALESFORCE PARK

Holiday Lighting Celebration, December 4 and Free Winterfest Activities, December 5-6

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), in coordination with the East Cut Community Benefit District (CBD), today announced a weekend of free holiday activities at TJPA's Salesforce Park for the 7th annual Winterfest weekend celebration, December 4 to December 6, 2026. Festivities begin Friday evening with San Francisco's own, and official resident DJ for the San Franciso Giants, DJ Umami, complimentary hot cocoa from Philz, holiday crafts, a photo booth, and the park's holiday illumination event. Weekend highlights include family-friendly movies and crafts and a holiday swing dance on Saturday, and Sunday's all-day wreath-making party, which has become an annual favorite, with over 1,000 participants in 2025.

"We invite the community to our seventh annual Winterfest event in TJPA's iconic Salesforce Park from December 4-6, 2026 for a weekend full of family-friendly, festive and fun holiday activities, beginning Friday with our Park Illumination event and continuing through Saturday swing dancing and our wreath-making party on Sunday," said Adam Van de Water, Executive Director, Transbay Joint Powers Authority.

The TJPA joins other downtown venues celebrating the holidays with a park holiday lighting celebration on Friday, December 4, from 5 to 7 p.m. DJ Umami will DJ all evening long, alongside free holiday crafts, hot cocoa from Philz (while supplies last), and a holiday photo booth. The park illumination and speaking program will take place between 5:30 and 5:50 p.m. Those interested in attending the Let's Glow SF event at the Ferry Building can walk there from Salesforce Transit Center in approximately 10 minutes.

"There's nothing quite like Salesforce Park during the holidays, when the lights go up and the park fills with neighbors, visitors, and the people who work here, all sharing the season together. Each year, this celebration brings together our community to enjoy one of the most unique spaces in San Francisco. Keeping the park vibrant, beautiful, and welcoming takes care that lasts long after the lights come down, and The East Cut is committed to that work for years to come," said Andrew Robinson, Executive Director of The East Cut Community Benefit District.

The TJPA and the East Cut CBD provide a variety of free activities year-round to residents and visitors at Salesforce Park. In 2025, 660 programs were hosted at Salesforce Park, bringing over 45,000 attendees. During the 2026 holiday season, free holiday activities will be available for everyone to enjoy, starting Friday evening, December 4th through Sunday evening, December 6th at the Main Plaza and Amphitheater of TJPA's Salesforce Park.

Friday, December 4th from 5-7 p.m. at Main Plaza:

- 5:00 – 7:00 p.m

- DJ set by Bay Area's own and official resident DJ for SF Giants, DJ Umami
- Free Craft at the Recess Cart *(while supplies last)*
- Free hot cocoa provided by Philz *(while supplies last)* - Holiday Photo Booth with CA Photo and Video Experiences
- 5:30 – 5:50 p.m
- Park Illumination and Speaking Program

Saturday, December 5th from 10 a.m. – 7 p.m. at Main Plaza *(unless noted otherwise below)***:**

- 10:00 – 11:00 a.m. Holiday Toddler Time with Blue Bear School of Music
- 10:00 a.m. – 2:00 p.m. Gift Wrapping Station
- 11:00 a.m. – 12:30 p.m Shimmering Snowflake Ornament Making with GoGo Craft with live piano accompaniment by Trixie Rasputin *(at the Salesforce Amphitheater)*
- Festive Family Movies at Main Plaza:
- 11 - 11:30 a.m. *Paw Patrol: Pups Save Christmas*
- 12:00 - 2:00 p.m. *The Grinch (2018)*
- 5:00 – 7:00 p.m. Holiday Swing Dance

Sunday, December 6th from 9 a.m. – 5 p.m. at Main Plaza:

- 9:00 – 11:00 a.m. Holiday Wreath Craft Session 1
- 12:00 – 2:00 p.m. Holiday Wreath Craft Session 2
- 3:00–5:00 p.m. Holiday Wreath Craft Session 3

A free ticket to attend a Holiday Wreath Craft session is required as supplies are limited. Ticket reservations will open on Monday, November 23rd via a link made available on the TJPA's Salesforce Transit Center's Winterfest webpage at www.tjpa.org/Winterfest and social media handles. Walk-ins will be accepted 40 minutes after the start of each session or at the staff's discretion, depending on capacity.

Holiday offerings and schedule are subject to change without notice. For the latest information, please visit tjpa.org/salesforce-transit-center/activities and follow @salesforceparkSF on Instagram and @transitcenterSF on X, Facebook and Instagram.

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About the Transbay Joint Powers Authority (TJPA):
The TJPA is the owner and operator of the multimodal Salesforce Transit Center, connecting nine-Bay Area transit systems and the public Rooftop Park, providing free activities throughout the year. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.

About the East Cut Community Benefit District (CBD):
The East Cut Community Benefit District is a 501(c)(3) non-profit organization that works to advance neighborhood quality of life, enhance the public realm and reinforce the viability of the local economic base to make for a more connected community. The East Cut CBD neighborhood covers nearly 20 city