



For Immediate Release

Bellevue New Year's Pop-Up Night Market Brings Out 500 Attendees and Spotlights Local Arts and Culture

Bellevue, WASHINGTON, January 2023 – Hosted on New Year's Eve, the inaugural Bellevue Night Market welcomed 500 attendees that shopped 19 local vendors to ring in the new year. As a pop-up preview to a larger series to come in 2023, [AHG Cares](#), the philanthropic arm of Bellevue-based [Ascend Hospitality Group](#), with support from Amazon Bellevue, presented this New Year's Eve Pop-Up Night Market, spotlighting local artists and culture, and benefiting the [Eastside Heritage Center](#).

Working closely with the City of Bellevue, AHG Cares also partnered with event producer [NW Marketplaces](#) to showcase a diverse array of art, crafts, and goods. The night market was held just off Main Street at 10220 NE 1st Pl, from 5-10pm, and was free to the public. In addition to shopping the vendors, attendees enjoyed music from local saxophonist Fei Chua and complimentary cocoa, cookies, and dog treats provided by [Happy Camper Catering](#).

A highlight of the festive evening, the beer and wine garden featured [Dossier](#) — the new winery from former Seahawk Sidney Rice, co-proprietor Tim Lenihan, and acclaimed winemaker Billo Naravane — and donated all proceeds to the Eastside Heritage Center.

"Eastside Heritage Center's goal is to connect with the community and the Night Market provided an opportunity to do just that," said Andrew Walsh, executive director of the center. "We connected with folks and spread our mission of preserving Eastside history, while celebrating the new year in the presence of some fantastic local vendors."

The first in a series of Bellevue-based night markets, AHG Cares and NW Marketplaces plan to bring the Eastside several markets throughout the 2023 year, each focusing on local artists and creators, and benefiting a local nonprofit.

For Ascend Hospitality Group, the company invests wholly in both its team members and guests to take service to the next level, and ultimately commits to elevating the communities it serves. Through AHG Cares, the company hones its philanthropic efforts through various programs and collaborations like this pop-up market.

"This is exactly why we, AHG, are here: to coalesce community leaders, highlight partnerships, and produce events that benefit the hyper-local needs of our neighborhood organizations," said Elaina Morris, AHG president and CEO. "Our goal is to build community, activate our public spaces, and support our diverse arts, culture, and small, local business scene. We're thrilled to continue this series for the Eastside and bring people together to serve a community we all love."

Images of the event can be found [here](#). For interview inquiries, please email Erin James at erin@ascendhg.com.