



**Pendleton Woolen Mills Celebrates New Store With Grand Opening Weekend**  
*The Iconic American Heritage Brand Opens Up Shop at Fifth Street Market*

Pendleton Woolen Mills, a global lifestyle brand, headquartered in Portland, Oregon has opened a new store at 5<sup>th</sup> Street Public Market, located adjacent to the Inn at the 5<sup>th</sup>, in Eugene, OR. Pendleton, the American Heritage Brand, presents a curated, “best of the best” selection of their men’s and women’s apparel, home and accessory products.

Pendleton® at 5<sup>th</sup> Street Public Market, now open, will celebrate May 11<sup>th</sup>–14<sup>th</sup>, as Pendleton hosts its Grand Opening at the company’s newest store. Featuring daily specials, gifts with purchase, giveaways and more. See below for a complete list of activities and specials.



**Thursday, May 11<sup>th</sup>, 2017**

- Pendleton Grand Opening Ribbon Cutting ceremony with attendance from Mayor of Eugene, Lucy Vinis, President of Pendleton Woolen Mills Mort Bishop III and Brian Obie of Obie Industries at 11:00 am
- Complimentary bites from Marche Provisions, wine tastings by Sweet Cheeks Winery, and Pendleton Pale Ale by Rogue Ale tastings from 11:00 am – 3:00 pm
- Promotional offers, including 20% off any men’s purchase of \$150.00 or more, gifts with purchase and daily enter to win gift cards

**Friday, May 12<sup>th</sup>, 2017**

- Complimentary bites from Marche Provisions, wine tastings by Sweet Cheeks Winery and Rogue Pendleton Pale Ale tastings from 11:00 am – 3:00 pm
- Pendleton iconic patterned socks, free pair with purchase of \$100, gifts with purchase and daily enter to win gift cards

**Saturday, May 13<sup>th</sup>, 2017**

- Mother's Day promotion, women's Merino Lightweight Wool Scarf with any women's purchase over \$200, gifts with purchase and enter to win daily gift cards

**Sunday, May 14<sup>th</sup>, 2017**

- Mother's Day promotion, 25% off a women's purchase of \$150 or more, gifts with purchase and enter to win gift cards

Pendleton at 5<sup>th</sup> Street Public Market is located at 248 East 5<sup>th</sup> Ave (#80), Eugene, OR 97401. Store hours: 10:00 am – 7:00 pm Monday through Saturday.

**Media Contacts:**

Linda Parker  
503.535.5754

[Linda.Parker@penwool.com](mailto:Linda.Parker@penwool.com)

Austin Blythe  
503.535.5320

[Austin.Blythe@penwool.com](mailto:Austin.Blythe@penwool.com)

**About Pendleton:** Setting the standard for classic American style, Pendleton is a lifestyle brand recognized worldwide as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership, since 1863, the company celebrates 154 years of weaving fabric in the Pacific Northwest in 2017. Known for fabric innovation, Pendleton owns and operates two of America's remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its' heritage, the company designs and produces apparel for men and women, blankets and accessories, home décor and gifts. Pendleton is available through select retailers in the U.S., Canada, Europe, Japan, Korea and Australia as well as Pendleton stores, company catalogs and direct-to-consumer channels, including the Pendleton website: [www.pendleton-usa.com](http://www.pendleton-usa.com)

**About 5<sup>th</sup> Street Market:** The Market has been located in the heart of Eugene since 1976. Owned by longtime businessman and former Mayor, Brian Obie, Obie Industries, the Market is a colorful collection of unique and enchanting local and regional stores, restaurants and cafes that offer everything from boutique fashion, jewelry and décor to specialty products, beauty treatments and delicious food and drink. The Market prides itself on its' beautiful curb appeal, spectacular landscaping blooming flowers and iconic fountain in the courtyard. [www.5stmarket.com](http://www.5stmarket.com)