



The front of the London Pop-up store in popular Shoreditch was inviting and engaging, with much to see and do.



"Pour Over" coffee demonstration and samples on sidewalk by Portland's Trailhead Coffee Roasters outside the London Pop-up store.



Well-attended beer and cider tasting event featured Portland and Oregon brews at the London Pop-up store.



Portland's Townshend's Distillery "Tea Spirits" tasting at the London Pop-up store.



The London Pop-up store hosted several panel discussions to bring YOU CAN in Portland alive and educate visitors about Portland.



Portland-made and regional products for sale in the London Pop-up store.



The London Pop-up store had helpful Portland staff on hand for questions and answers and to provide retail assistance.



Portland tattoo artist provided free vegan tattoos to lucky folks at London, U.K. Pop-up store.



<u>PORTLAND</u> | DJ Rescue (aka Zia McCabe of popular Portland band The Dandy Warhols) spun dance tunes at a nearby Shoreditch hot spot.



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Delta Air Lines uniformed employees in store (Pilot & Flight Attendants) during Pedal to Portland portion of Pop-up store.



<u>travel</u> | A "flight tracker" screen showed cyclist's progress during Delta Air Lines "Pedal to Portland" challenge at the London Pop-up store.



Portland and Oregon scenes, filmed by bike, were projected on the oversized screen during the "Pedal to Portland" challenge.



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Visitors pedal stationary bikes at the London Pop-up store during the "Pedal to Portland" event, hoping to win the Delta Air Lines/Travel Portland trip to Portland.