



NEWS RELEASE

City of Chico

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FOR IMMEDIATE RELEASE

September 24, 2026

CONTACT

Miranda Bowersox

Public Information Officer

530-896-7209

Miranda.bowersox@chicoca.gov

CITY OF CHICO ANNOUNCES SOFT OPENING OF DOWNTOWN CHICO AND MERIAM PARK ENTERTAINMENT ZONES THIS SATURDAY

CHICO, CA — The City of Chico is happy to announce the soft opening of the Downtown Chico and Meriam Park Entertainment Zones beginning this Saturday, September 26, 2026, bringing a new opportunity for residents and visitors to enjoy food, beverages, shopping, and community events. The Entertainment Zones are operational seven days per week from 10am-10pm. Participating businesses will have an Entertainment Zone sign displayed in their window, visitors to the Entertainment Zones are encouraged to look for these signs to know what businesses are participating.

The soft opening coincides with two community events taking place this weekend. The [Harvest Sidewalk Sale](#) will take place on Saturday in the Downtown Chico Entertainment Zone from 10am-5pm, and the [Five Moons Lunar Market](#) will take place on Sunday in the Meriam Park Entertainment Zone from noon-4pm.

The Entertainment Zones are intended to function as an economic development tool that can help create new opportunities for local businesses, attract visitors, and encourage residents to spend more time enjoying Chico's unique public spaces. The City will continue to evaluate the program and gather feedback as the Entertainment Zones move forward.

Residents and visitors are encouraged to participate in this weekend's events, explore the surrounding businesses, and experience Chico's Entertainment Zones. Additional information is available at www.chicoca.gov/entertainmentzone.

Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town, the home of California State University, Chico and for Bidwell Park, one of the largest urban parks in the United

States. For more information, visit www.chicoca.gov.
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