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MarketStreet Lynnfield opens to public with new safety procedures including its Pick-Up Quick curbside service

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Lynnfield, MA MarketStreet Lynnfield has officially welcomed back the community as shops and restaurants reopen their doors and new businesses get ready to debut, including Madewell and PNC Bank, which will open in the fall. To maintain community health and safety while also following new regulations, the open-air lifestyle destination has introduced new shopping and dining experiences, and property wide offerings, including its Pick-Up Quick curbside service. Additionally, MarketStreet Lynnfield continues to serve the community with a number of programs – the property has launched several activations, Lettering for Love and #StorefrontStories, and has set plans in motion for the safe return of its ever-popular outdoor fitness and wellness series, MarketStreet Sweat. Further information surrounding MarketStreet Lynnfield’s safety measures, openings, new offerings and experiences is below.

With guest and staff safety at the forefront of its priorities, MarketStreet Lynnfield has increased sanitization practices, including thorough and frequent cleaning of all common area spaces using CDC approved disinfectants, with increased focus on high-touch areas, such as doors, trash receptacles and furniture. In addition, guests and staff are required to wear face coverings while in stores and salons, as well as when checking into restaurants, prior to being seated, as recommended by the CDC and in keeping with local government guidance. For those in need of a face covering, MarketStreet Lynnfield is offering complimentary masks to guests upon request via MarketStreet security staff. To promote social distancing, visitors and employees will be encouraged and reminded to remain six feet apart by way of helpful signage, and MarketStreet Lynnfield has adjusted communal spaces and furniture configuration throughout the property.

As part of its new offerings, MarketStreet Lynnfield has debuted Pick-Up Quick, a creative take on curbside pickup that provides customers with a safe and convenient option for both purchases and restaurant takeout. Designated parking areas labeled by color and number are available throughout the property.

An extensive number of local and national businesses at MarketStreet Lynnfield are now open. Select shops currently open for in-store browsing and/or curbside pickup include but are not limited to Apple, Altar'd State, Athleta, Lululemon, Carhartt, Lush, Williams-Sonoma, Pink Parkway, Southern Tide, and Scout & Molly's Boutique. Lunette Optic is offering appointment based shopping. Salons open for appointment services include James Joseph, Mane & Mani, Miniluxe, and Roosters Men's Grooming Center. Additional openings will be announced soon.

Dining has always been essential to the MarketStreet Lynnfield experience, and the property is pleased to share that guests can now find expanded outdoor dining experiences at Yard House, Temazcal, and Wahlburgers, as well as outdoor patio seating at Panera, Otto, Boloco, Starbucks and Davio's.

Restaurants now open for indoor dining currently include Boloco, Davio's Northern Italian Kitchen, Otto Pizza, Panera Bread, Temazcal, Wahlburgers, and Yard House. Among the many MarketStreet Lynnfield restaurants open for takeout, delivery and curbside pickup are California Pizza Kitchen, sweetgreen, Starbucks, JP Licks and Zinneken's Belgian Waffles.

In keeping with its support for the community, MarketStreet Lynnfield has led a number of efforts to express its gratitude to frontline workers battling COVID-19 over the last few months, ranging from Lahey Health to the Lynnfield Fire Department. Most recently, the property turned its attention to graduating high school seniors. By enlisting local North Shore artist, Antea Amoroso, who created the regionally popular, #letteringforloveproject, MarketStreet Lynnfield now features a large scale storefront Lettering for Love art installation that wishes the graduating class of 2020 well as they embark on their next adventure.

Additionally, in order to highlight shop owners, entrepreneurs and restaurateurs, and bring to light the creativity and passion that make small businesses such a valued part of the North Shore community, MarketStreet Lynnfield has launched #Storefrontstories via its Instagram, @marketstreetlynnfield. The series shares socially distanced portraits of business owners outside of their storefronts, and through photos and video interviews. Local business owners, managers and employees give a peek into their lives, sharing what they love most about their work, what they are most excited about in reopening, fun facts about the business, and even silver linings that have come out of the pandemic. Look for portraits of Owners, General Managers and/or Employees from Altar'd State, , Lahey Health Hub, Otto Pizza, Pink Parkway, Southern Tide, Polkadog Bakery, Solstice Power Yoga, Master O Karate Academy, Lush Cosmetics, and Kings Dining & Entertainment. #Storefrontstories is an ongoing series being shared across MarketStreet Lynnfield and all WS properties' digital channels nationwide, including Massachusetts properties: Derby Street Shops, Seaport, The Street Chestnut Hill, and Legacy Place.

MarketStreet Sweat, the property's ever-popular seasonal outdoor fitness series that shines a spotlight on the many fitness brands found on property, aims to return this summer for small outdoor group classes on The Green. As part of the series, Solstice Power Yoga, Pure Barre, Club Pilates, lululemon, Athleta, Master O Karate Academy and Fit Revolution will create dynamic outdoor workouts. All classes will be held in accordance with government safety guidelines; a portion of MarketStreet Sweat classes will be complimentary and a portion will be available for paid admission; stay tuned for more details in the coming weeks.

"As we welcome more of the community back to MarketStreet Lynnfield, the health and safety of all remains our number one priority. We continue to work diligently to navigate the new retail and dining regulations, all while introducing new onsite experiences and amenities so as to ensure that MarketStreet Lynnfield is as dynamic, accessible and convenient as ever before," said Charlotte Woods, general manager of MarketStreet Lynnfield.

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