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**URA, Circles Greater Pittsburgh and Paramount Pursuits Partner to Create
Gallery on Penn – Gone Virtual**

Customers can now support their favorite Catapult retail businesses with a click on a device.

PITTSBURGH, PA (April 2, 2020) – In an effort to support small businesses and entrepreneurs during the mandatory closure of non-essential businesses due to COVID-19, the URA has worked with partners [Circles Greater Pittsburgh](#) and [Paramount Pursuits](#) to create a virtual retail space for Gallery on Penn businesses.

Gallery on Penn is a retail incubator in East Liberty for minority-owned businesses that are part of the Catapult: Startup to Storefront entrepreneurship program.

The [Gallery on Penn – Gone Virtual](#) page is live and can be accessed from the URA's homepage.

“We’re excited to launch this online shopping experience for existing and new customers of the Gallery on Penn businesses,” said URA Deputy Executive Director Diamonte Walker. “I want to thank all our partners for working together to make this happen to keep these businesses up and running during these uncertain times.”

Businesses now open virtually include:

- Clean and Classy Candle Co.
- HappySac412
- IMIHI Designs
- IT's 4 Me
- K. Flowers Designs
- Kin of Duncan
- Lavish Lamb
- Mele's Gifts and Party Planning
- Naptural Beauty Supply
- Royally Fit
- Shawna Solomon

“The Virtual Gallery on Penn page is a great way to help these businesses, and we applaud the URA for stepping up. The businesses in the Catapult program are all just getting started. They need this help to keep their momentum as much as possible in this difficult time,” said Tammy Thompson, executive director of Circles Greater Pittsburgh.

The Catapult: Start-Up to Storefront Program is an equitable business development strategy designed and funded by the URA's MWBE Program and Center for Innovation and Entrepreneurship, in partnership with Circles Greater Pittsburgh, ELDI, Paramount Pursuits, Neighborhood Allies, and the Larimer Consensus Group.

Currently operating its second cohort, the Catapult program includes 10 entrepreneurs in the City of Pittsburgh. The free program includes one-on-one mentoring sessions, educational seminars and strategic partnerships to help start-up businesses, such as retail, food and lifestyle businesses, succeed.

Paramount Pursuits is continuing to provide technical assistance virtually.

Small business owners and workers can find URA support and other resources by visiting the [URA's COVID-19 page](#).

About the Urban Redevelopment Authority of Pittsburgh (URA)

The [URA](#) is the City of Pittsburgh's economic development agency, supporting the City's economic development goals, which are designed to create a city of inclusive opportunity for residents, stakeholders, and communities. The URA is committed to creating more housing that is affordable to the average Pittsburgher; encouraging more entrepreneurship and small business development; promoting inclusive growth and quality job creation; expanding neighborhood and main streets revitalization efforts; and developing a talented workforce that is equipped with the skills of the future.

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