

FOR IMMEDIATE RELEASE

Old Town Alexandria Businesses Celebrate Creativity and All Things Analog

ALEXANDRIA, VA. – From June 12-14, five Old Town Alexandria small businesses are coming together to celebrate creativity away from the screen with “Analog Bag Weekend,” a community event encouraging hands-on creativity and screen-free activities through interactive shopping experiences and curated analog kits.

Participating stores include fibre space, Penny Post, Pippin Toy Co., Red Barn Mercantile, and Stitch Sew Shop.

Tickets for the event are \$35 and include a limited-edition collectible patch from each participating store, designed exclusively by artist Hey Sooj. Attendees are encouraged to BYOB (bring your own bag), and visit each participating shop throughout the weekend to collect their patches. Each store will also have heat-sealing equipment available so guests can attach their patches directly onto their tote bags during the event.

The concept behind an “analog bag” is simple: a tote bag filled with compact creative activities designed to replace habits of excessive screen usage with more intentional, hands-on experiences that spark creativity, encourage mindfulness, and bring joy to everyday life. As screen time and doomscrolling continue to rise, Analog Bag Weekend invites the community to slow down, create with their hands, and reconnect with hobbies that inspire joy offline.

In addition to collecting patches, ticket holders will receive exclusive event-only discounts on specially curated analog activity kits at each participating business:

- [fibre space](#) — 30% off “Learn to Knit” Kit
- [Penny Post](#) — 30% off Journaling Kit
- [Pippin Toy Co.](#) — 30% off Teeny Tiny Art Kit
- [Red Barn Mercantile](#) — 30% off Emily Lex Watercolor Kit
- [Stitch Sew Shop](#) — 30% off Cozy Blue Embroidery Kit

Analog Bag Weekend aims to highlight the value of creativity, community, and intentional unplugging while supporting local businesses throughout Old Town Alexandria.

Tickets and additional event information are available on [Eventbrite](#) at <https://bit.ly/4a3QkOL>