



Pilsen Apoya: Business Crawl August 15—16, 2026

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CHICAGO, IL — PUÑO (Pilsen Unidos Por Nuestro Orgullo) has announced Pilsen Apoya, a free two-day business crawl taking place August 15 and 16 across Pilsen's small businesses and neighborhood.

Featuring more than 45 local businesses, the event is a focused community response to the economic effects created by heightened immigration enforcement. Canvassing by PUÑO and neighborhood volunteers has found that many Pilsen small businesses have experienced declining sales throughout the last year.

"This season has certainly challenged our communities. At the same time, it has given us hope, hope as Chicagoans show up for our immigrant communities, knowing that they are part of what makes Pilsen and Chicago great," said Mimi Guiracocha of PUÑO. "Pilsen Apoya gives people a reason to focus their spending locally, explore a new place of business, bring friends to the neighborhood, and discover a place that may just become a new favorite."

All participants can pick up a free lotería card, visit participating businesses, and earn a stamp with each purchase. Anyone who collects four stamps will earn a free, limited-edition solidarity T-shirt while supplies last. Shirt pick-up will be on Sunday (8/16) evening at Monochrome Brewing.

Sonido Fest, presented by the National Museum of Mexican Art, will serve as a featured stop at Harrison Park on Saturday, August 15. The festival is free and open to the public, and attendance earns a stamp, no purchase necessary. There will be limited discounted parking, courtesy of Pilsen Parking in Pilsen.

View the full business directory and more information at pilsenunidos.org/pilsenapoya.

Supported by City Bureau, the National Museum of Mexican Art, Latina Sweat Project, Pilsen Parking, and the 25th Ward.