



602 Day Overview

September 27, 2025



Every local media outlet covered 602 Day!

Phoenix

How you can score deals on new 'holiday,' 602 Day

Taylor Seely

Arizona Republic

Published 12:57 p.m. MT May 29, 2024

Phoenix is trying to make "602 Day" a thing. For the first time, the city will celebrate June 2 as 602 Day, a day when local businesses and cultivate civic pride at the start of summer as residents flee the Valley for vacation. More than 60 businesses are participating in the holiday, with bakeries, breweries, and other businesses offering discounted items for \$6.02 and class packages for \$60.20. Details on where to pursue deals can be found at www.602day.com. Arizona was assigned the 602 area code in 1947 when AT&T created the nationwide telephone plan, according to the 602 Day website. Today, the state has five area codes: 602, 520, 480, 623 and 928. Some of the deals include: Free vanilla or chocolate shake at Aioli Burger when you mention 602 Day. \$6.02 cocktails and pitchers at multiple local restaurants. \$6.02 cupcakes, coffee and cookies at several local bakeries and coffee shops. \$6.02 admission at the Phoenix Zoo, \$6.02 youth admission at the Hall of Flame Museum of Firefighting and Phoenix Art Museum. \$62 massage at Loving Hands Healing Hands. 20% off on all interior painting at El Leon Painting and Remodeling. \$16.20 day pass at Grid Works, the co-working space. Reporter Taylor Seely covers Phoenix for The Arizona Republic / azcentral.com. Reach her at tseely@arizona.com or by phone at 480-476-6116.

azcentral.

PHOENIX

New Times

SHOPPING | VALLEY LIFE

What is 602 Day? A guide to Phoenix's new civic holiday

Phoenix will celebrate itself on June 2 with events and deals at local parks, eateries and businesses around town.

By Adrianna Nine May 28, 2024



Phoenix will celebrate its inaugural 602 Day on June 2, with deals and events at businesses and public spaces across the city. **Spirit of Phoenix**

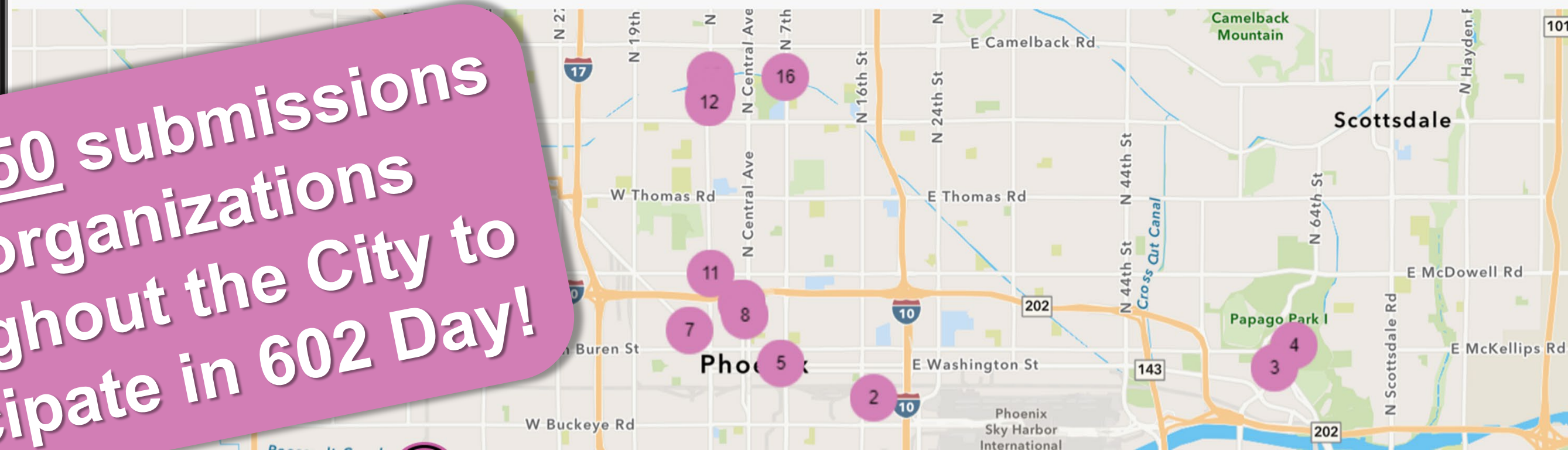
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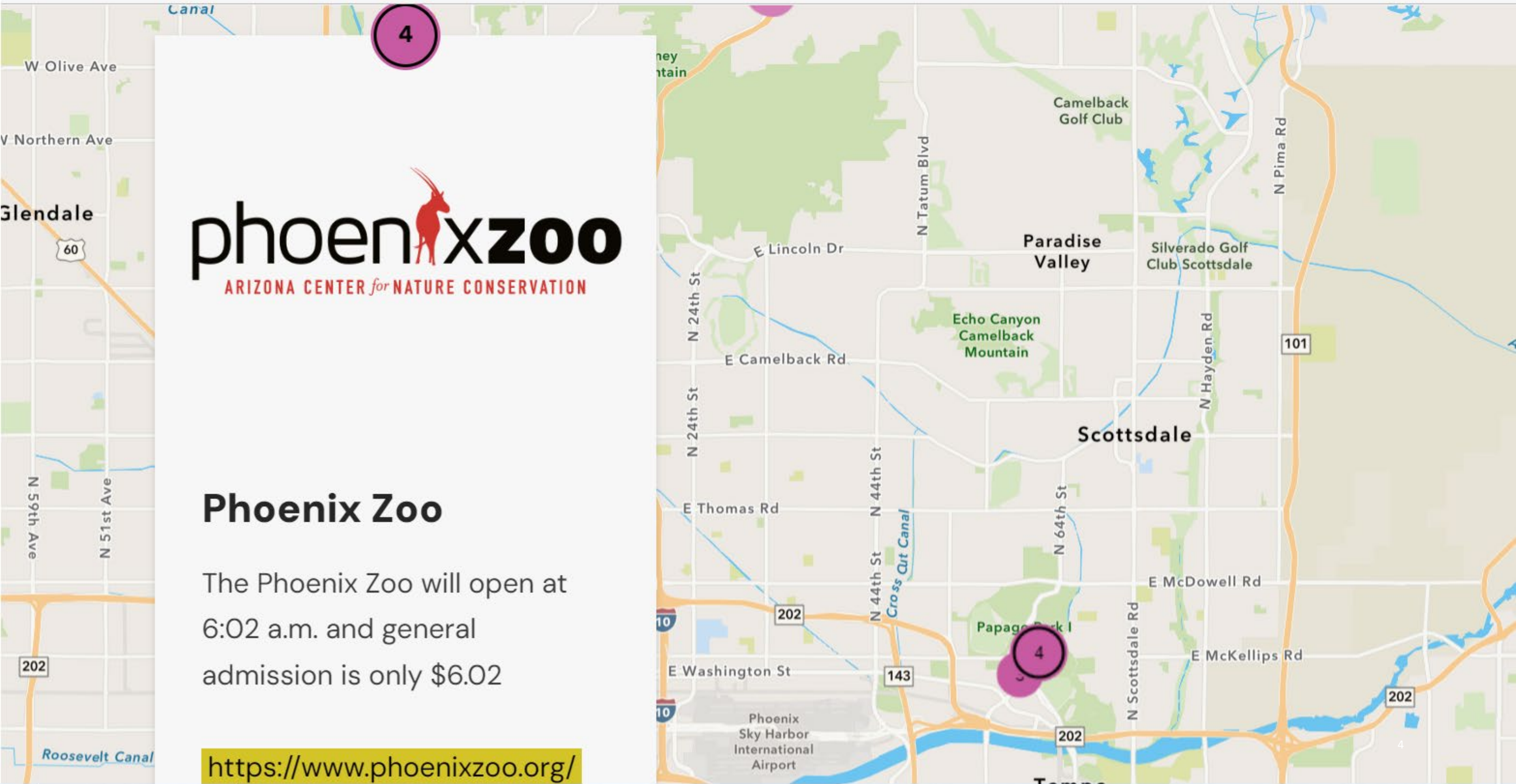


How Do You 602?

Join the City of Phoenix on June 2nd as we honor our vibrant community on 602 Day! It's a time to come together and celebrate all the things that make Phoenix the incredible city it is - our rich culture, thriving businesses, and the unbeatable spirit of our residents. We invite you to join in the fun and show us How You 602!

**Over 250 submissions
by organizations
throughout the City to
participate in 602 Day!**





phoenixzoo
ARIZONA CENTER *for* NATURE CONSERVATION

Phoenix Zoo

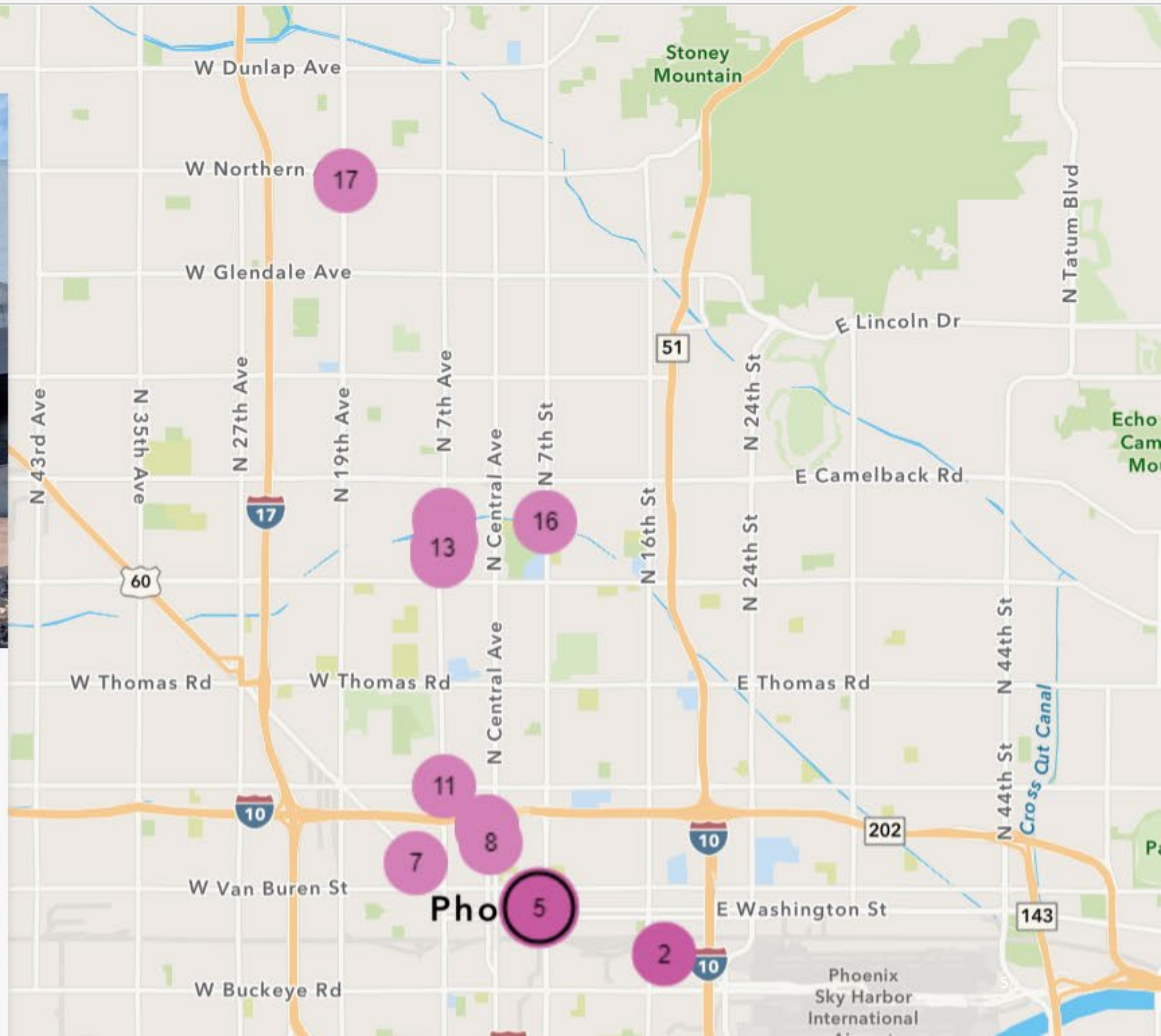
The Phoenix Zoo will open at 6:02 a.m. and general admission is only \$6.02

<https://www.phoenixzoo.org/>



Arizona Science Center

\$6.02 general admission for
Sunday, June 2





How Do You 602?

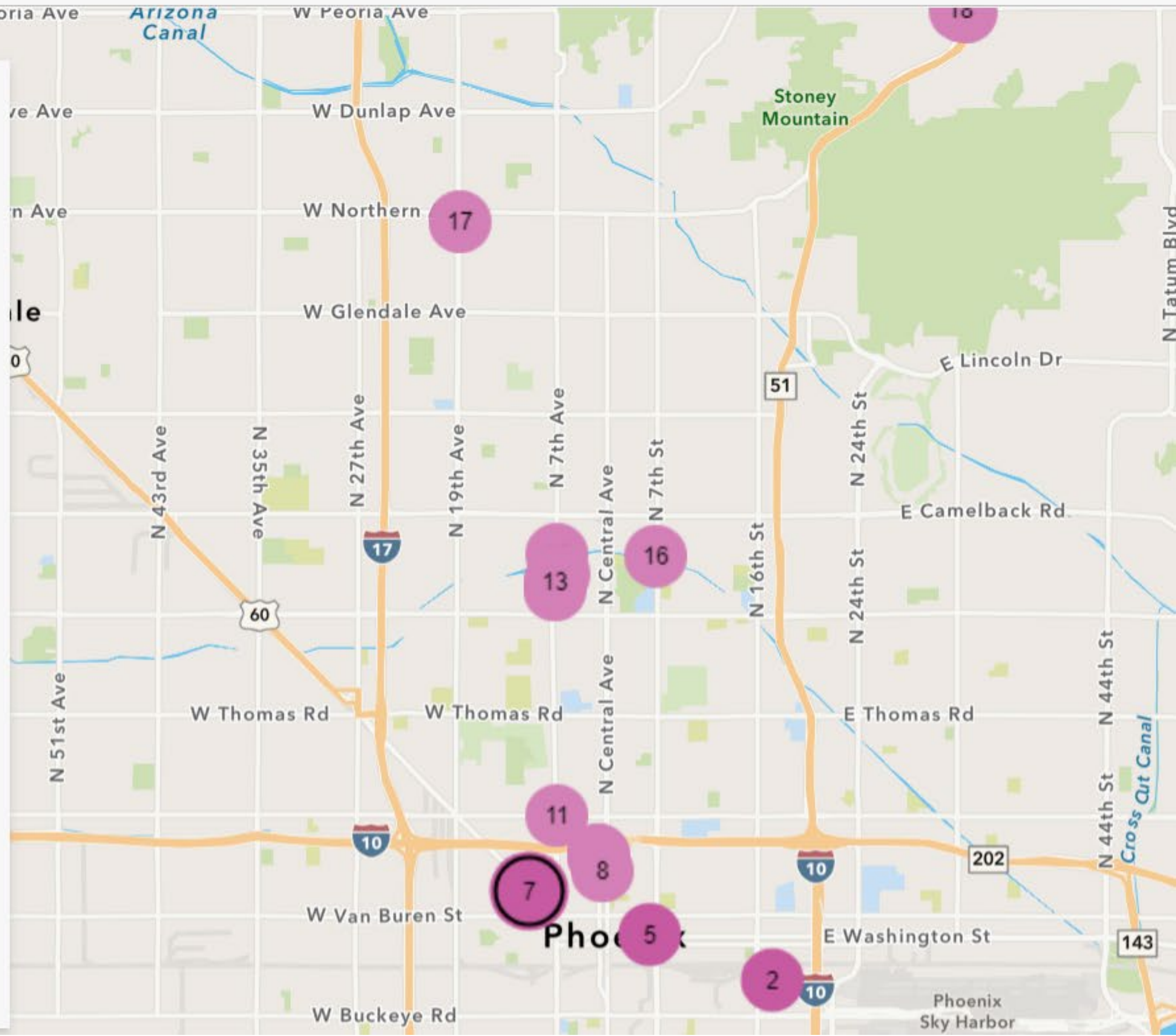
Retail Business Example

PUEBLO

Pueblo

Discount on select plants.

<https://www.pueblo.life/>





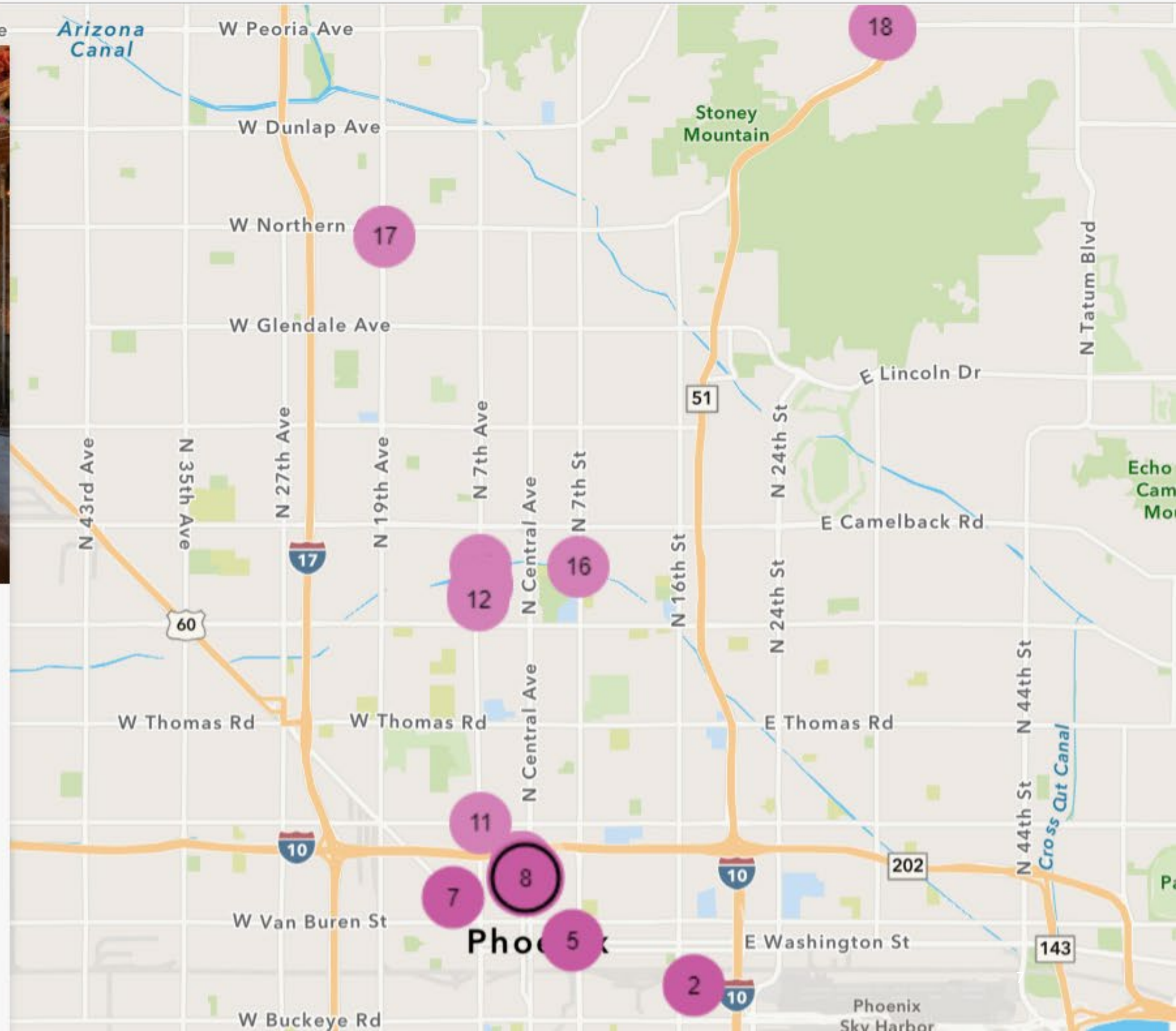
How Do You 602?

Bar/Restaurant Example



BARCOA Agaveria

\$6.02 Cocktail: La Phoenikera – a spicy mezcal paloma made Firme Mezcal, fresh grapefruit, and Tajin rim



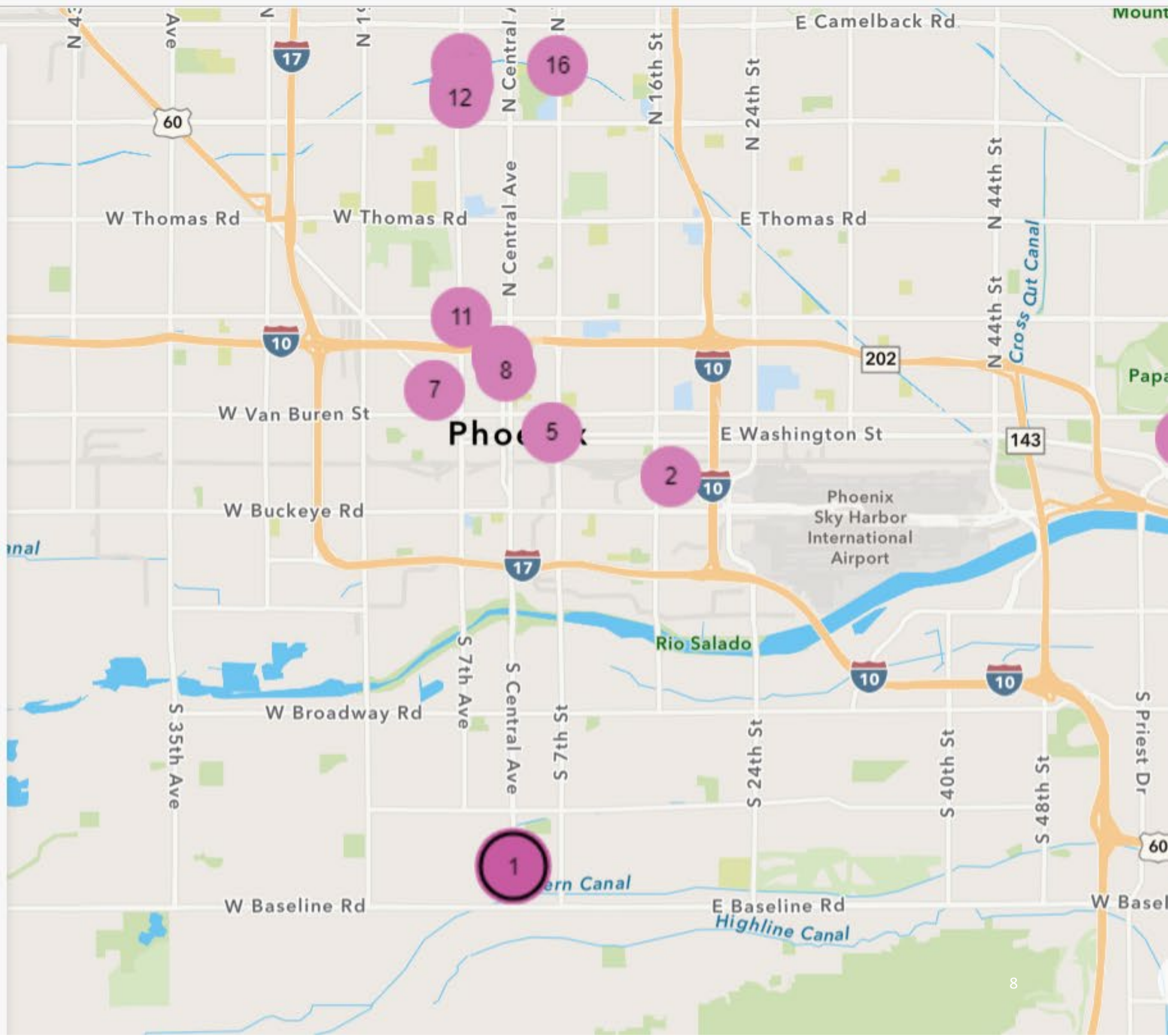


Red Velvet Bakery

Discount on cupcakes – 2
cupcakes for \$6.02

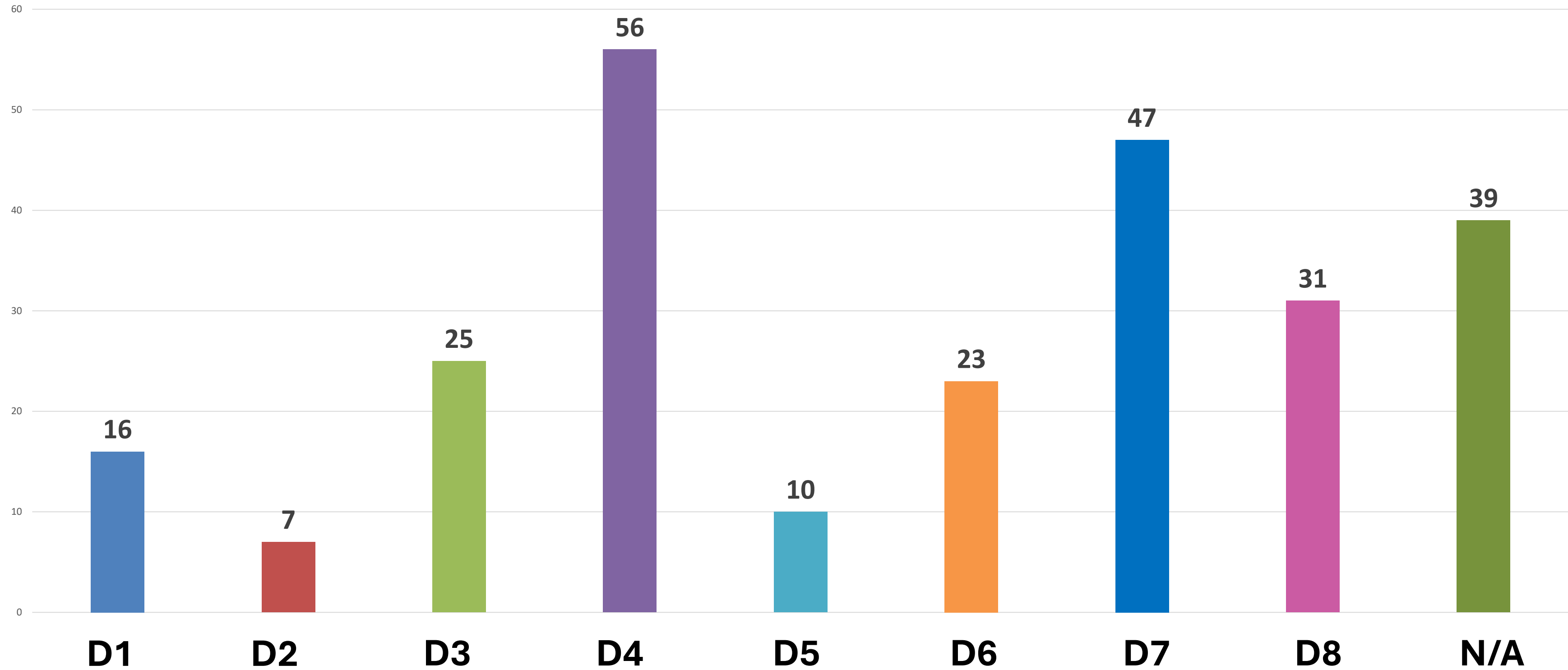
[http://www.redvelvetrecipes.co](http://www.redvelvetrecipes.com/)

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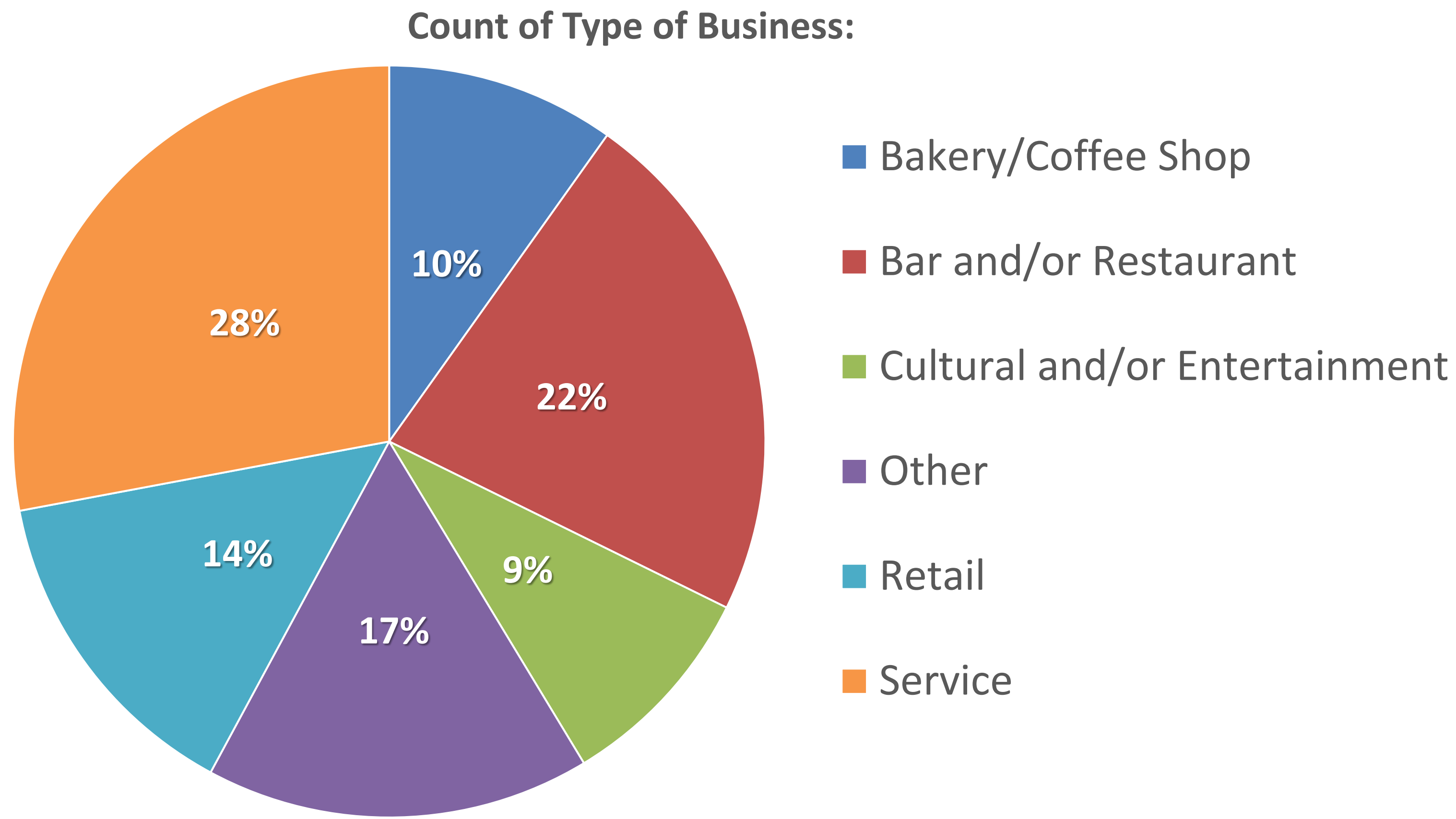


District Overview 2025

Count of Council District



District Overview 2025



How City Departments 602



Human Services

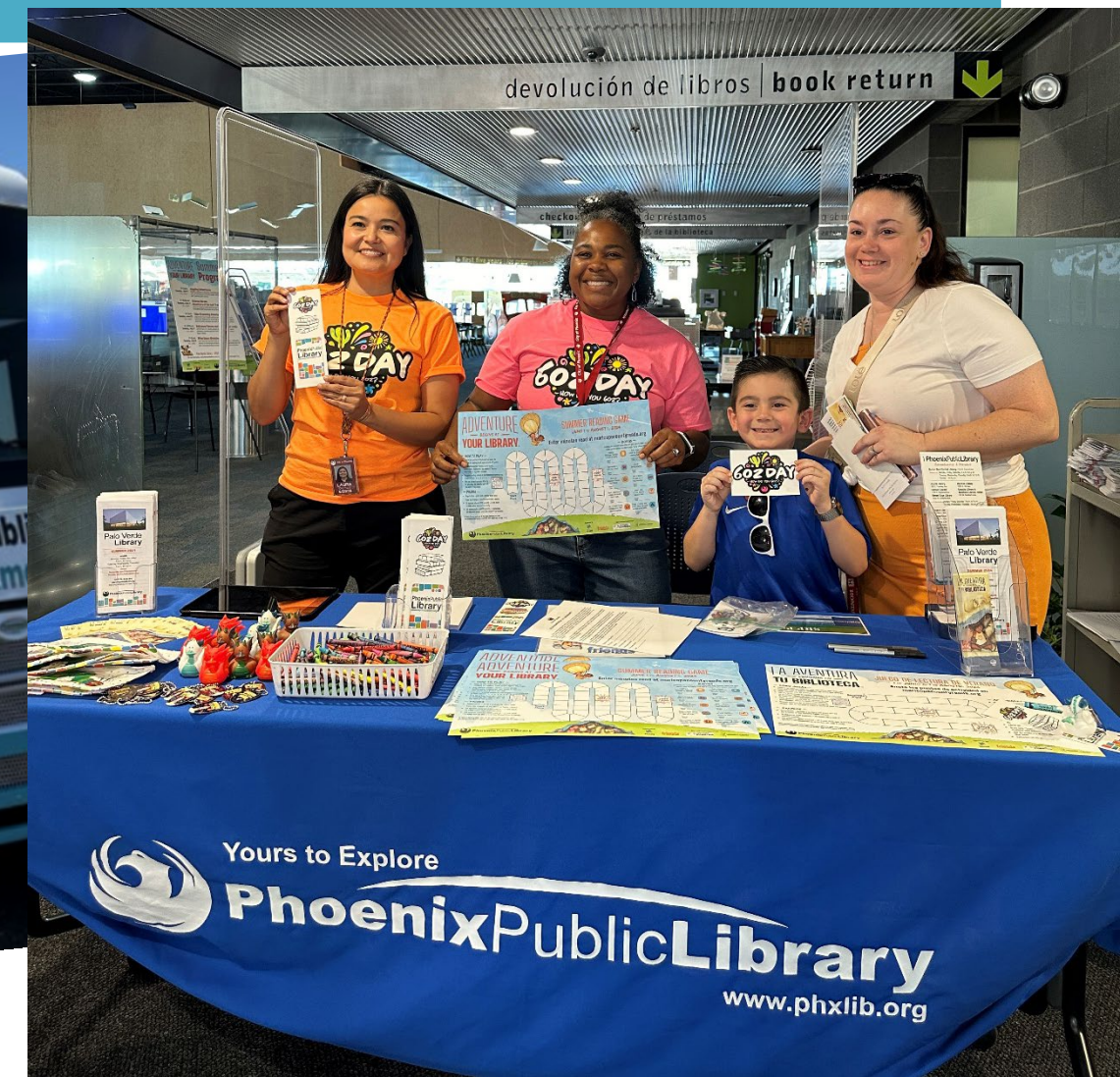
- 602 Day Themed Senior Centers/Program Activities
- OHS Donation Drive

Library

- New “How do you 602” Day Summer Reading Badge
- Bookmobile Attending 602 Day Events

Parks & Rec

- 602 Day Themed Water Safety Messages
- Free 602 Day T-Shirts at Select Pools



How City Departments 602



Neighborhood Services

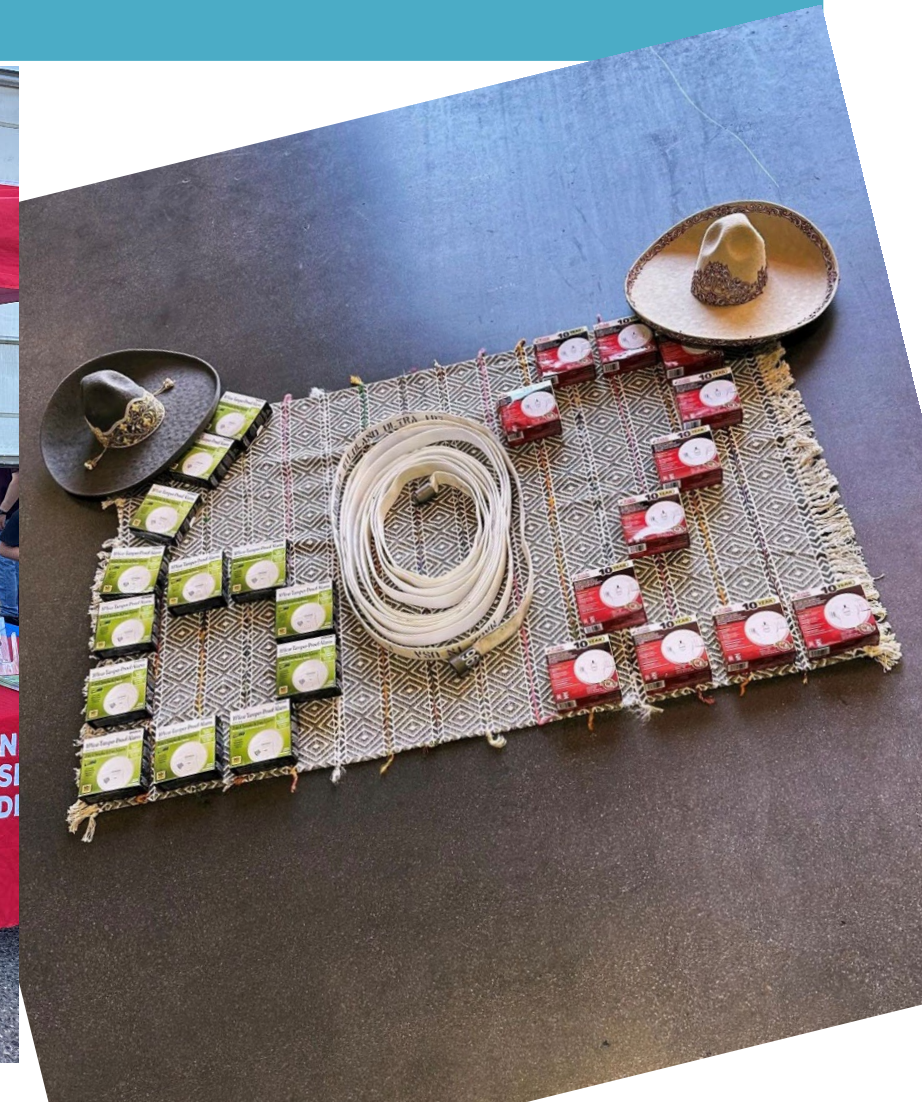
- 602 Day Communication to Neighborhoods & Business Alliances
- Neighborhood clean events

Mayor and City Council:

- Mayor's Proclamation and announcement of Spirit of Phoenix cocktail winner
- D5 and D8 hosted events in their districts

Fire

- Distributing 602 Smoke Detectors



Mayor and City Council



DISTRICT 8

602 DAY

FARMERS MARKET - FOOD - PERFORMANCES
CITY & COMMUNITY RESOURCES

JUNE 2, 2024 | SUNDAY | 9AM - 12PM | SW CORNER OF
24TH ST & BROADWAY

JOIN US FOR A MORNING OF CELEBRATING OUR AMAZING
CITY ON 602 DAY!



MARYVALE COMMUNITY CENTER

4420 N 51ST AVE PHOENIX, AZ 85031



602 DAY

FREE ENTRY!

SUN JUN 02
From 6:00p.m
To 9:00p.m

TROPHY SHOW

LIVE MUSIC, WATER SLIDES, FOOD TRUCKS



“Spirit of Phoenix”
Cocktail competition

Goals and 2026 Objectives

Goals

- Celebrate Phoenix as a great place to live, work and enjoy life to cultivate civic pride.
- Provide community engagement opportunities and enhance branding/public awareness
- Build a stronger sense of community
- **Expand after first two years**

Objectives for 2026

- At least 300 businesses or partners to participate.
- Engage City departments to incorporate celebration of Phoenix into their functions.
- Facilitate City employee engagement opportunities



Next Steps



More Neighborhood Events



New Businesses



Community Engagements



Discussion

Please reach out to us
602day@phoenix.gov

