



Jamaica Center BID
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For Immediate Release:

JAMAICA CENTER BID BRINGS FAMILY FUN TO BACK TO JAMAICA AVENUE THIS
SUMMER

Jamaica, Queens, August 16, 2019 – The Jamaica Center BID will host their second Weekend Walks event this summer, “Family Fun on the Ave”, this Saturday, August 17 from 11 a.m. to 3 p.m. on Jamaica Avenue between Parsons Boulevard and 162nd Street.

Weekend Walks, a NYC Department of Transportation initiative, are multi-block, multi-day events on commercial corridors that promote the use of streets as public space and highlight local cultural institutions, businesses, and neighborhood resources. Community organizations are invited to apply for Weekend Walks funding.

On Saturday, all vehicle traffic will be diverted off of Jamaica Avenue from Parsons Boulevard to 162nd Street allowing the street to be transformed into a unique playground with plenty to do for all ages. The day’s entertainment will include a musical performance by the **Afro-Latineers, Edge School of the Arts** featuring **Omar Edwards** and a musical educational performance by **Miss Keila’s Jukebox**. The **Jamaica Center for Arts & Learning** will provide art workshops throughout the day in the event footprint.

Jamaica Center BID’s Family Fun on the Ave will also include free face-painting, a variety of games ranging from giant Jenga to huge checkers, the schoolyard favorite: double dutch jump-roping, and a coloring area where adults and children alike can enjoy the relaxing activity of coloring using a selection of quirky and cute coloring books. The **Uni Project** will be in attendance providing children of all ages an interactive learning experience.

“We are excited to bring Family Fun on the Avenue back to Jamaica this weekend,” said Jennifer Furioli, Executive Director of the Jamaica Center BID. “July’s event was a hit and we are grateful to NYC DOT for the Weekend Walks Grant funding, which allows for this unique placemaking experience bringing neighbors together to create summer memories while attracting additional foot traffic to local business.”

The Jamaica Center BID decided to coordinate “Family Fun on the Avenue” after merchants, shoppers, and residents revealed in a recent market study that they would like more family-friendly community events in Jamaica. In addition to the event this Saturday, the Ave will also have Sidewalk Sales Days at various stores for shoppers that will be out.

To learn more about the Jamaica Center BID and stay up-to-date on all happenings on Jamaica Avenue, make sure to visit www.Jamaica.nyc, sign up for our weekly newsletter and follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

About the Jamaica Center Business Improvement District (BID)

Founded as the Jamaica District Management Association in 1979, the Jamaica Center BID is central to one of New York City’s fastest growing communities. Jamaica Center BID is the proud home to national and regional retailers, several major cultural and educational institutions as well as City, State and Federal Offices, and more than 400 businesses. The Jamaica Center BID seeks to maintain Jamaica Center as a thriving business hub and premier destination to shop, work, live and play. For more info visit www.Jamaica.nyc.

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