



Jamaica Center BID  
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For Immediate Release:

JAMAICA CENTER BID BRINGS  
FAMILY FUN TO JAMAICA AVENUE

**Jamaica, Queens, July 9, 2019** – The Jamaica Center BID will host their very first ever Weekend Walks event, “Family Fun on the Ave”, this Saturday, July 9 from 11 a.m. to 3 p.m. on Jamaica Avenue between Parsons Boulevard and 162<sup>nd</sup> 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 162<sup>nd</sup> 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 bubble art performance by **Chris Catanese**, better known as “**Bubbledad**”, and a hands-on history activity courtesy of **King Manor Museum**. The **Jamaica Center for Arts & Learning** will provide a hip-hop class to kick off the event at 11:15 a.m. and will showcase jazz performer **Napoleon Revels-Bey** at 1 p.m., who will be participating in their **Downtown Jamaica Jazz Festival** also happening the same weekend. 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 Jamaica Center BID is excited to bring a new event under the BID’s umbrella to the Downtown Jamaica community,” said Jennifer Furioli, Executive Director of the Jamaica Center BID. “We hope this can become a yearly summer tradition for the BID’s

programming as we continue to explore new ways to engage the Downtown Jamaica community and create a sense of place in our vibrant business district.”

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 this weekend’s event, the BID will also host a second Family Fun on the Ave on Saturday, August 17 from 11 a.m. to 3 p.m.

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](http://www.Jamaica.nyc), sign up for our weekly newsletter and follow us on Facebook, Twitter and Instagram [@jamcenterbid](https://www.instagram.com/jamcenterbid).

**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](http://www.Jamaica.nyc).

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