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For Immediate Release:

JAMAICA CENTER CELEBRATES THE HOLIDAYS

SATURDAY, DECEMBER 14, 2019

Jamaica, Queens, December 10, 2019 - Cultural Collaborative Jamaica (CCJ) and the Jamaica Center Business Improvement District (JBID), in collaboration with several community stakeholders and businesses, will celebrate the beginning of the Holiday season in Jamaica Center with **Holidays On the Avenue**. CCJ's annual community celebration of the Holidays, will be even bigger with contests, children's holiday workshops, gifts, and giveaways, culminating with the annual Community Tree Lighting Ceremony in Rufus King Park. All are invited to attend.

On the same day, the Jamaica Center BID will reveal its new lighthearted shopping campaign targeted towards shoppers who have yet to complete their holiday purchases, aptly titled: "Procrastination Station". From December 14-24 Jamaica Center BID will offer a slew of shopping support services crafted specifically with procrastinators in mind.

Saturday, December 14 Activities:

12:00 PM – 2:00 PM Downtown Jamaica's seasonal fun kicks-off with live music all along the avenue from the brass band, Underground Horns and a **Snowman Meet n' Greet** (Parsons Public Space). Area shoppers will be able to also snap a selfie in front the **Ugly Sweater Selfie Station** (159-26 Jamaica Ave) for a chance to win a prize.

2:00 – 5:00 PM Bring the kids for an amazing time of laughter, fun activities, refreshments and valued holiday traditions at the **Children's Holiday Workshops (Grace Episcopal Church, 155-24 90th Ave. & Parsons Blvd.)** Create Holiday Pomander Ornaments with King Manor Museum, Readings & Book giveaways, with South Jamaica Reads and Face Painting with Queens Public Library, Make your own Holiday Crafts with the Dept. of Parks & Recreation and see a special holiday dance performance by the Edge School of the Arts (ESOTA). Adults will make a Vision Board for 2020. Holiday Raffles.

About Cultural Collaborative Jamaica (CCJ)

Cultural Collaborative Jamaica (CCJ) is a non-profit organization whose mission is to unite cultural organizations, artists, local businesses, and the community in efforts to strengthen community and economic development in Jamaica, Queens. Since its inception, CCJ has successfully created and managed a wide collaborative program that support its members and greatly impact community knowledge of and access to local cultural offerings, services and tourism opportunities. www.go2ccj.org.

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 [w ww.Jamaica.nyc](http://www.Jamaica.nyc).