



Jamaica Center BID
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For Immediate Release:

**JAMAICA CENTER BID DEBUTS NEW FAMILY HALLOWEEN EVENT:
TRICK OR TREAT ON THE AVE**

Jamaica, Queens, October 23, 2019 – The Jamaica Center BID will host their first ever *Trick or Treat on the Ave* event this Saturday, October 26 from Noon to 3 p.m. at Rufus King Park in front of King Manor Museum (Jamaica Avenue between 150th and 153rd Streets).

The BID will provide free entertainment in Rufus King Park ranging from a bubble artist to life-sized games, a trick or treat bag design station, a temporary Halloween tattoo “parlor”, crafts, and a fall themed photo booth.

On top of the free fun in the park, participating businesses on Jamaica Avenue will hand out treats to families who stop by their storefronts during the event. Families who make a purchase at each of the participating stores can also have their BID-issued trick or treat map stamped, allowing them to enter a raffle to win Jamaica Center BID swag.

“We wanted to bring something different to Jamaica Avenue this fall,” said Jennifer Furioli, Executive Director of the Jamaica Center BID. “Our summer’s two *Family Fun on the Ave* Weekend Walks festivals were a huge success and both families and businesses asked us to continue with more events. *Trick or Treat on the Ave* will provide a safe and fun Halloween experience for all and give our local business community and neighborhood organizations the opportunity to reach out to our local families.”

Sidewalk Sales Days will also take place at various stores the same day, allowing those attending *Trick or Treat on the Ave* to score a bargain in addition to the Halloween fun.

Trick or Treat on the Ave Participating Businesses:

- Jackie's Kids
- Café Energy
- El Rincon Salvadoreno
- CH Martin
- Giant Super Market
- Jamaica Center for Arts & Learning (JCAL)
- Henry's Carrot Cakes (Inside Jamaica Market)
- Rainbow
- Shoppers World
- Danice
- Blink Fitness
- Make Me Over Beauty Bar
- Shopper's Paradise
- Cricket Wireless
- Raymour & Flanigan

In addition to the above businesses the following community organizations will be participating at Rufus King Park for Trick or Treat on the Ave: **King Manor Museum, Blink Fitness, Council Member I. Daneek Miller's Office, Cultural Collaborative Jamaica, Helium Image, NYC Department of Education, Queens Community House, the U.S. Census Bureau and Sheltering Arms.**

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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