

Media Contact Jamaica Center BID

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For Immediate Release:

DESPITE COVID-19, JAMAICA CENTER WILL STILL SPARKLE THIS HOLIDAY SEASON

Jamaica, Queens, December 11, 2020 – Several new and established nonprofit organizations and two City agencies have partnered to make downtown Jamaica both a little cleaner and a little brighter for the community this Sunday, December 13th.

From 2pm to 4pm Jamaica Center BID (JBID), in collaboration with Southeast Queens Cleanup (SEQ Cleanup Initiative), will host a socially-distanced cleanup, deploying 20 volunteers in picking up litter from 161st – 163rd streets between Jamaica Avenue and 89th Street. New York City Sanitation Department will help with removal of the waste collected by the volunteers. “Our side streets are usually the first impressions shoppers have when arriving to shop on Jamaica Avenue because it is where many parking garages are located, so we wanted to target this area with a deep clean,” stated Jennifer Furioli, Executive Director of the Jamaica Center BID. To undertake this task, the BID sought out the partnership of the newly formed and grassroots organization SEQ Cleanup Initiative which was founded by Southeast Queens resident leader Antoinette “DJ Nett” Lawson. DJ Nett formed SEQ Cleanup in July of this year in response to declining sanitation conditions she observed in her Southeast Queens community due to citywide budget cuts stemming from the COVID-19 pandemic. “Downtown Jamaica was my stomping grounds growing up...it’s where I shopped, caught school buses and hung out with friends, and after a successful first year growing SEQ Cleanup, I am thankful to be doing our end of the year wrap up on Jamaica Ave,” stated DJ Nett.

Immediately after the business district clean-up, Cultural Collaborative Jamaica (CCJ) will present its annual Holidays on the Avenue (HOTA) tree lighting event and community toy giveaway at Rufus King Park at 4 p.m. Both SEQ Cleanup and another community nonprofit, Key Fundamentals, have stepped up, along with NYPD 103rd Precinct, to support the 2020 Holidays on the Avenue Event through toy solicitation and volunteer support. “Holidays on the Avenue (HOTA) is one my favorite longstanding programs,” said Tyra Emerson, Executive Director of CCJ. “Presenting HOTA has been a challenge in 2020 with COVID for CCJ, but with the help of our 103rd Precinct’s Community Affairs and several dedicated community organizations, namely SEQ Cleanup and Key Fundamentals, we have been able to light the tree, distribute gifts and show the children of Southeast Queens our community’s resilient spirit.”

The tree lighting event will be scaled down significantly this year because of the pandemic with reservations-only participation, temperature checks, masks and social distancing. There will be

an opportunity for families to pick up a toy for their children at King Manor Museum through registration at [Holiday on the Ave](#).

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 jamaica.nyc.

About Southeast Queens Cleanup Initiative

Founded by DJ Nett, SEQ Cleanup engages local volunteers to assist with picking up litter in the local parks, potting and planting in local community gardens, as well as helping with painting of murals to add to the beautification of Southeast Queens. SEQ Cleanup's motto is "DO YOUR PART... When each member of the community does their part, we are one step closer to our collective goal." Instagram: [Seqcleanup](#).

About Cultural Collaborative Jamaica (CCJ)

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. go2ccj.org.

About Key Fundamentals

Founded by Shewanna Owens in 2008, Key Fundamentals is a Cultural and Liberal Arts organization inspiring and cultivating individuals through Cultural & Liberal Arts programs to bridge better relationships within underserved communities. Always striving for excellence through spiritual growth, entrepreneurship, and positive engagement for the betterment of healthier lives. Access your key to "UNLOCK YOUR SUCCESS"! Check us on Instagram & Twitter [@Fundamentalskey](#).