



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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FOR IMMEDIATE RELEASE:

Dance Takes Center Stage at the Fifth Annual Everything Jersey City Festival

Jersey City, NJ – The Central Avenue S.I.D. Management Corporation is pleased to announce that this year a number of dance and cultural performances will take center stage to add an exciting new dynamic to the **5th Annual Everything Jersey City Festival on Saturday, May 19th, 2012**. Performing at the festival will be the **Haesun Jung Korean Traditional Dance Academy, Emerald Fire Dance, The Hope Center for the Performing Arts, 407 Moves from County Prep High School**, live theater performed by the **Jersey City Children’s Theater**, belly dancing, a mariachi band and even two fashion shows! **The event is rain or shine and will run from 11 AM to 6 PM.**

Hosted by **Central Avenue’s 220-plus businesses**, **The Everything Jersey City Festival** is both a “thank you” and “welcome” to the thousands of neighbors and residents who decide to shop local everyday. The event showcases the wide variety of goods and services available right around the corner on Central Avenue’s classic main street business district, and with dozens of **One-Day Sales offering between 10-50% off on select merchandise, Sidewalk Sales and special promotions**, Central Avenue’s business owners encourage their neighbors to discover some of the approximately 80 new businesses that have opened since 2007 and revisit some of their favorite restaurants, stores, and other neighborhood fixtures.

Organized by the CASID in partnership with **Mayor Jerramiah T. Healy, The City of Jersey City Municipal Council, Hudson County Executive Tom DeGise and Board of Chosen Freeholders**, The Everything Jersey City Festival is paid for in part by the **Jersey City Urban Enterprise Program**. Major sponsors include **Amway, Bayonne Medical Center and Hoboken University Medical Center, and LibertyHealth**. **The Everything Jersey City Festival** is a daylong, family-friendly street festival dedicated to celebrating all that the City of **Jersey City** and **Central Avenue** have to offer to residents, visitors and shoppers of all ages. **Festival Committee Chairman Michael Yun** explains, “The Festival plants good, positive memories of their hometown in our children and helps strengthen the bonds of community pride and harmony.”

In another first for the Everything Festival, **Field Station: Dinosaurs** will roar into Jersey City for two Jurassicly cool demonstrations during the festival. These life-sized animatronic dinosaurs are some of the largest ever created and they will stoke the imaginations of children and adults alike.

After five years as the Festival Finance Committee Co-Chair, Ward D Councilman Bill Gaughan adds, “I look forward to another tremendously successful Everything Jersey City Festival. Being part of

the Central Avenue Special Improvement District for the past 20 years has given me a lot of great memories and I must give a heartfelt thank you to all who have helped develop what we call 'Heights Pride'."

In all, more than **forty different performances** will take place between the **Festival's four stages**. **Headlined by Jersey City-native and Afrobeat maestro Chico Mann**, and the Latin flavor will be strong with Festival favorites **Rumba Con Son** and **Swing Sabroso** both returning to spice up Central Avenue with their big band Latin sound. Famed Celtic band **McLean Avenue** will play their first Festival, along with up-and-coming Jersey rockers **Outside the Box** and Jersey City's own **The Audiobodies**. Returnees include teenage pop-punk star **Leah Le Grace**, funksters **Woodfish**, and pop-punkers **Go Falcon!**. Jersey City-based singer-songwriter **Christine Santelli**, and Jersey City favorite's, a-cappella group **Choice**, whose fresh takes on classic R&B will dovetail with the romantic, jazzy sounds of **The Manhattan Dolls**, who bring the classic music of the 1940s and 1950s to life again.

Performer Chico Mann explains, "I'm very excited to be playing in Jersey City. It's not often that the opportunity arises so I can't wait to share this music on our side of the river!" "Chico Mann is the coolest. In the best of ways he is as Jersey City as it gets and his music is perfect for a sunny spring afternoon on Central Ave." notes Heights resident and co-organizer of **Not Yo Mama's Affairs**, **Megan Gülick**. Also bringing their creativity to the Festival will be a dozen **Creative Grove** artists, including organizer **Uta Braüser** of **Fish with Braids Gallery**.

An annual event unlike any other in Jersey City, the Everything Jersey City Festival features ten blocks of family-friendly shopping, music, dance and entertainment. Among the over 200 vendors are many of Jersey City's and Hudson County's premier artists and artisans along with festival food specialists, and numerous local small businesses and community organizations.

"This is the third year that the Jersey City Parks Coalition will be participating in Everything Jersey City Festival," explains **Heights resident and 2012 Pride and Harmony Award Honoree Laura Skolar**. "As a parks and open space advocacy organization the festival is a great opportunity for us to meet and connect with our neighbors from across the City."

For more information, performer schedules and a full list of the Everything Jersey City Festival sponsors, supporters and performers **visit JCHights.com**.

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