



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

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For Immediate Release

Fashion Boutique Sneaker Room Hosts Toy Drive for Sandy Victims

Hurricane Sandy left an unprecedented swath of destruction across the Tri-State area and while residents of New Jersey and New York have begun to rebuild, there are thousands of families and children who have been displaced and left homeless by the storm. On November 17th from 10 AM to 8 PM Jersey City lifestyle boutique Sneaker Room will do its part to bring some joy to displaced children across the New York-New Jersey area by sponsoring and hosting a Toy Drive to benefit victims of Hurricane Sandy at their 267 Central Avenue location in the Jersey City Heights.

“Shelter’s can be a scary place,” explains Sneaker Room owner Suraj Kaufman. “We’re doing the toy drive to try to give kids in shelters some kind of normalcy.”

Sneaker Room is pulling out all the stops to fill a 24 foot UHaul truck to the brim with toys, balls, board games and stuffed animals that will be distributed at shelters in Queens, Brooklyn, Staten Island and New Jersey to kids in need. A number of professional athletes and celebrities who are also Sneaker Room regulars will lend a hand for the toy drive, including Victor Cruz and Justin Tuck of the New York Giants, hip hop legend Jadakiss, producer and MC Jim Jones of the Diplomats, TV and radio personality DJ Envy of MTV, and DJs Clue? and Prostyle of Power 105.1. The event is being sponsored by ECC Construction, Above Average, Eye Create, Vampire Life, RBTHVS, Young Whales, Secret Society and Teeza Watches.

“Imagine if you were kid and had nowhere to live, no TV, none of your toys and you had nothing because you had to jet out of your house?” asks DJ Envy. “People out in Staten Island, the Rockaways, the Bronx, Queens and Jersey, we’re gonna try to help them out. So come on out to Sneaker Room on November 17th and make sure you bring some toys.”

There will be live music all day, hot chocolate and a catered food spread as Sneaker Room does their best to put some smiles on the faces of children whose lives have been turned upside down. The toys will be delivered on Sunday, November 18th to shelters across the New York and New Jersey region.

“The CASID takes special pride in knowing our membership leads by example,” says Central Avenue SID Gil Mendez. “Sneaker Room has been on Central Avenue for less than two years but is already taking an active role in the community and should be applauded.”

Founded in 1992 the Central Avenue Special Improvement District Management Corporation is an organization dedicated to guiding and promoting the positive social growth and economic revitalization occurring in the City of Jersey City by providing supplemental management, maintenance, and improvements to the Central Avenue business district also known as the “Central Avenue Special Improvement District” (Central Avenue between Manhattan Avenue and North Street).

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