



Central Avenue

SPECIAL IMPROVEMENT DISTRICT
MANAGEMENT CORPORATION

“A Tradition Reborn”

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FOR IMMEDIATE RELEASE

Get Ready for the 1st Central Avenue Auto and Music Show

Jersey City, NJ – The Central Avenue S.I.D. Management Corporation is pleased to announce the **first Central Avenue Auto and Music Show** will take place on **Saturday, May 16, 2015** within the Central Avenue shopping district at the heart of the Jersey City Heights. **The event will take place rain or shine and will run from 11:00AM to 7:00PM.**

Hosted by Central Avenue’s business community, the Auto and Music Show is a daylong family-friendly affair. Participating businesses will distribute thousands of free giveaways and hold one day sales. Local restaurants are welcoming visitors with a “Taste of the Heights” to compliment the free concerts. Kids will be treated to guest appearances from some of their favorite costumed characters in addition to free face painting, balloons, and spin art.

“Local businesses hope the Auto and Music Show become a new tradition in the Heights,” explains CASID Event Committee Chairman David Cruz. “Central Avenue businesses loved hosting the popular Everything Jersey City Festival which ended after 2012 for reasons beyond our control. We are now back with an exciting new event we hope will breathe new life into the Jersey City Heights.” The Cruz family owns and operates Central/ Heights Wireless at 283 Central which has served the Heights community for nearly fifteen years.

This event is organized by the CASID in partnership with **Mayor Steven M. Fulop, The City of Jersey City Municipal Council, and the Office of Cultural Affairs.** Sponsors include **Boost Mobile (Central/ Heights Wireless), Metro Honda, Jersey City Medical Center/ Barnabas Health, Panepinto Properties, Eye Contact Vision Center (368 Central Ave), Infinite Print, and Yoga In The Heights (317 Central, 2nd Fl).**

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Latino Automotive Business Services and 619 Automotive Promotions are the exclusive auto show partners. LABS will be organizing several car shows throughout Jersey City this year starting with Central Avenue by providing a large mix of classic and exotic cars. Metro Honda will also be displaying several of their current show cars at the event.

There is a great lineup of live music, performances, and entertainment happening at the Auto and Music Show. Local favorites will be performing including **Willie Bravo Y Sus Amigos** (Salsa); **CHOICE**, Jersey City's Bad Boy's of Acappella; **Christine Santelli** (Rock); **Gran Marquis** (Hard Rock); **The Hope Center Dancers**; **Twiddlin' Thumbs** (Folk/ Americana); and **Drum And A Tantrum** (Electronic Rock). Instructors from Central Avenue's own "Yoga In The Heights" will start the day with a FREE yoga class at 11AM. There will also be a kid's yoga demonstration later in the day. Anyone who wishes to participate in either just needs to bring a yoga matt and towel to lay on the floor.

"There are great things happening throughout the Jersey City Heights including Central Avenue," says Councilman Michael Yun. "The City recently approved the construction of 32 new residential units within the Central Avenue shopping district and more than 60 new businesses have opened their doors in the Heights during the past two years. Seeing new investment in the neighborhood from both private developers and businesses is very exciting. The new Auto and Music Show is a sign of the times demonstrating the resilience of our neighborhood and business community."

The Height's Stop & Shop Supermarket will too be at the event administering the Triple Winner Game to raise cash for the Jimmy Fund. Triple Winner participants can receive free store products, coupons, gift cards, or cash prizes up to \$10,000. This initiative has raised in total over \$85 million for the fight against childhood cancer. Stop and Shop Stores within the New York Metro area, have donated more than \$14,650,000 to the Memorial Sloan Kettering Cancer Center since 2001 through the generosity of their customers and associates. This year Stop & Shop and Giant will join forces to raise \$5,600,000 for The Jimmy Fund, Memorial Sloan Kettering Cancer Center, The Children's Cancer Foundation and Johns Hopkins Sidney Kimmel Comprehensive Cancer Center.

Join the first Central Avenue Auto and Music Show on Saturday May 16th for Family; Music; Entertainment; Fun; Dance; and contribute to a great cause.

For more event information and performer schedule **visit JCHeights.com**.

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