



Central Avenue

SPECIAL IMPROVEMENT DISTRICT
MANAGEMENT CORPORATION

Office:

366 Central Avenue, Suite 201
Jersey City, NJ 07307

Ph: (201) 656-1366

Fx: (201) 656-4037

www.CentralAveSID.org

“A Tradition Reborn”

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Contact:

David Diaz, District Manager

Ph: 201.656.1366

dd@jcheights.com

FOR IMMEDIATE RELEASE

Central Avenue Businesses Come Together for First Annual Heights Halloween Window Painting Contest

Jersey City, NJ – A new annual tradition is starting on Central Avenue in the Jersey City Heights. The Central Avenue Special Improvement District Management Corporation, in partnership with the Jersey City Board of Education, is excited to announce the first annual Heights Halloween Window Painting Contest will take place on Wednesday October 14th starting at 10 am.

Nearly ninety (90) students from local elementary and middle schools have been invited to paint Halloween portraits (2x3 ft) on participating storefront windows along Central Avenue between Manhattan Avenue and North Street. The young artists will be using their knowledge of primary colors to paint an assortment of fun Halloween scenes for all to enjoy. Nearly twenty winners will be selected based on the categories of humor, content, and composition per grade level. Winners will be announced and awards distributed back on Central Avenue at 10am on Saturday October 31st (Halloween).

“This is going to be a great community tradition,” says Joseph Nachbaur, who is a local State Farm Insurance Agent, Vice President (North) on the CASID Board of Trustees, and a judge in the contest. “We thank the Board of Education for partnering with local businesses on this project and hope this becomes a fond memory for kids growing up in Jersey City. They will one day look back and remember coming to Central Ave, installing public art, and being an artist for a day.” Other judges include local heights resident and Senior Graphic Designer/ Artist Raquel Rodriguez-Fadrag and ChicpeaJC Blogger, Lynn Hazan. Mayor Steven Fulop and Councilman Michael Yun have been invited to also help judge the contest.

“Participating businesses within our shopping district are proud to host this new event” says David Diaz, District Manager of the CASID. “Art is exploding all over Jersey City and this is another way it unites businesses and families in our community.”

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Weather permitting; families can enjoy the artwork and Halloween portraits on Central Avenue through Halloween. All participating storefront windows will be washed clean the first Monday in November.

This event is organized by the CASID and made possible through funds from the New Jersey State Council on the Arts/Department of State, a partner agency of the National Endowment of the Arts, administered by the Hudson County Office of Cultural & Heritage Affairs, Hudson County Executive Thomas A. DeGise and the Board of Chosen Freeholders.

Questions can be addressed to David Diaz at dd@jcheights.com or (201) 656-1366.

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