



# Central Avenue

SPECIAL IMPROVEMENT DISTRICT  
MANAGEMENT CORPORATION

*"A Tradition Reborn"*

October 31, 2015

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**FOR IMMEDIATE RELEASE**

## ***Central Avenue's First Annual Heights Halloween Window Painting Contest Winner Announcement***

**Jersey City, NJ** – The Central Avenue Special Improvement District Management Corporation, in partnership with the Jersey City Board of Education, is pleased to announce the fifteen (15) winners of our first annual Heights Halloween Window Painting Contest on Central Avenue. A short award ceremony to recognize the winners was held at 10am Saturday October 31, 2015 (Halloween) at the corner of Central Avenue and Bowers Street.

"The kids did such an amazing job, I was truly impressed," said local heights resident and Senior Graphic Designer/ Artist Raquel Rodriguez-Fadrag who helped judge the contest. "It was difficult to pick, there were so many awesome designs." Three winners per grade were awarded ribbons recognizing their artwork as the best in the categories of humor, content, and overall composition. Judge Joseph Nachbaur (local State Farm Insurance Agent and Vice President- N on the CASID Board of Trustees) additionally donated \$25 Gift Certificates to each of the five overall composition winners. Other judges include Lynn Hazan (blogger for ChicpeaJC) and Ward D Councilman Michael Yun.

In total, 98 students from the local elementary and grammar schools came to Central Avenue and painted Halloween portraits on storefront windows within the shopping district. The kids were given a limited amount of paint including black, white, and the three primary colors red, blue, and yellow. They mixed colors together to create orange, green, purple and any other they wanted to use in their portrait.

Over fifty businesses offered window spaces for the kids to paint. The CASID expects that number to double next year because this event was so well received by the neighborhood and business community. "On behalf of the shopping district, I want to thank everyone at the Jersey City School District that partnered with us and helped put this together especially District Supervisor, Ann Marley," says Sanford Fishman, CASID President. "All the participants did great to help make the Avenue look more festive for Halloween than it has ever been."

(more)

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Asked to comment on the community event, Ward D Councilman Michael Yun expressed how happy he was with the outcome. “We have so many great kids growing up in Jersey City and such a vibrant art community. It is great to see kids become an artist for a day and get the feel for how public art impacts a community. Who knows, maybe some of these kids will be inspired to become professional artists one day and look back at Jersey City as their source of inspiration.”

The winners of the contest, by category, are:

Humor:

Krystal Andrade	8 <sup>th</sup> Grade	PS# 4	Portrait# 56
Alexandra Nunez	7 <sup>th</sup> Grade	PS# 7	Portrait# 20
Nathalia Montoya	6 <sup>th</sup> Grade	PS# 7	Portrait# 18
Jocelyn Parades	5 <sup>th</sup> Grade	PS# 8	Portrait# 83
Mujtaba Raja	2 <sup>nd</sup> Grade	PS# 25	Portrait# 65

Content:

Joseph Fulgencio	8 <sup>th</sup> Grade	PS# 7	Portrait# 13
Zanaib Ali	7 <sup>th</sup> Grade	PS# 4	Portrait# 51
Natalie Serrano	6 <sup>th</sup> Grade	PS# 15	Portrait# 73
Disha Patel	5 <sup>th</sup> Grade	PS# 6	Portrait# 35
Devna Gupta	4 <sup>th</sup> Grade	PS# 25	Portrait# 67

Overall Composition:

Athena Nguyen	8 <sup>th</sup> Grade	PS# 27	Portrait# 9
Ashiya Chapman	7 <sup>th</sup> Grade	PS# 15	Portrait# 95
Vendanti Patel	6 <sup>th</sup> Grade	PS# 27	Portrait# 5
Shrushi Chavan	5 <sup>th</sup> Grade	PS# 25	Portrait# 61
Karina Gonzales	5 <sup>th</sup> Grade	PS# 25	Portrait# 66

Trick-or-treaters along Central Avenue will get to enjoy the Halloween portraits during this year’s festivities. However, windows will be cleaned and portraits removed starting on Monday November 1<sup>st</sup>.

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

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