



# Central Avenue

SPECIAL IMPROVEMENT DISTRICT  
MANAGEMENT CORPORATION

*“A Tradition Reborn”*

**Office:**

366 Central Avenue, Suite 201  
Jersey City, NJ 07307

**Ph:** (201) 656-1366

**Fx:** (201) 656-4037

**[www.CentralAveSID.org](http://www.CentralAveSID.org)**

May 17, 2016

**Contact:**

David Diaz, District Manager

Ph: 201.656.1366

dd@jcheights.com

**FOR IMMEDIATE RELEASE**

## ***Central Avenue Auto and Music Show is set for Sat. May 21st***

**Jersey City, NJ** – The Central Avenue S.I.D. Management Corporation is pleased to announce the **second Central Avenue Auto and Music Show** will take place on **Saturday, May 21, 2016** 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 6:00PM.**

Hosted by Central Avenue’s business community, the Auto and Music Show is a daylong family-friendly affair. This free event will feature a mix of classic and exotic cars, eight performances throughout the day, and participating businesses will be handing out giveaways. Additionally, kids will be treated to guest appearances from some of their favorite costumed characters.

“What better way to welcome Spring than with an outdoor event along the main street,” says Sanford Fishman, a longtime pharmacist from Bond Drugs and CASID President. “Local business owners continue to look for new fun ways to connect with the residents we do business with. We had a great turnout last year and hope to build on the success of this event.”

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 **Sole Dreams (344 Central Avenue), Horizon Blue Cross Blue Shield of New Jersey, Jersey City Medical Center/ Barnabas Health, Panepinto Properties, and Infinite Print/ Productions.** Latino Automotive Business Services and 619 Automotive Promotions are the exclusive auto show partners.

There is a great lineup of live music, performances, and entertainment happening at the Auto and Music Show. Local favorites will be performing including **Grupo Kache** (Salsa); **CHOICE**, Jersey City’s Bad Boy’s of A Cappella; **Christine Santelli** (Rock);

(more)

(2)

**Kasandra Black** (R&B with a touch of Neo-Soul); **The Hope Center Dancers**; **The Sensational Country Blues Wonder** (Country); and **Conundrum** (Jazz).

“There is a demand for cultural events in The Heights,” says Councilman Michael Yun. “Central Avenue is undergoing some big changes this year with the addition of many exciting new businesses including The Nail Loft, OZU Food, Chef of India, Noches De Columbia, and the new Sneaker Room to name a few. Events like the Auto And Music Show creates an opportunity to showcase our main street community and its new businesses. Best of all, it creates a new venue for performing artists.”

The Height’s Stop & Shop Supermarket returns to 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.

Join the Central Avenue Auto and Music Show on Saturday May 21<sup>st</sup> for what is sure to be a very memorable event.

For more event information and performer schedule **visit [JCHeights.com](http://JCHeights.com)**.

# # # #