

FOR IMMEDIATE RELEASE

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Brooklyn's Atlantic Avenue Becomes Ideal Holiday Shopping Destination with Over 200 Small Businesses for Special Gift Deals, Events, Santa Photo Ops & Creative Award-Winning Window Displays

Brooklyn, NY- November 29, 2022- Ready, set, shop! Holidays on Atlantic Avenue are in full swing offering unique gifts, promotions, and stunning festive window displays. Shoppers can explore Brooklyn's vibrant neighborhoods of Boerum Hill, Brooklyn Heights, Cobble Hill, and Downtown Brooklyn all season long without the hassle of cardboard boxes at their door. Throughout December, visitors can enjoy shop and dine specials at local businesses, pop-up entertainment, and photo opportunities with Santa.

On Atlantic Avenue, you will find one-of-a-kind gifts for the holidays. Until December 17, local merchants will offer discounts on selected items and/or special deals for **Shop & Dine Promotion**. Special deals include 15% off, buy one, get one free, and free hot chocolate/hot cider and cookies. For a full list of 'Jingle and Mingle' deals, visit <https://www.atlanticave.org/holidays>

On Thursday, December 1, the **Atlantic Avenue Merchant Holiday Window Judging Competition** will have three judges travel along the avenue to view the festive wintry designs created by participating Atlantic Avenue merchants. This year's judges will include Sharon Sprung, portrait artist for former first lady Michelle Obama, Sergio Delavicci, actor in *John Wick 3 and Creed 2*, and Hannah Robinett, conceptual artist. They will vote for the 1st, 2nd, and 3rd place winners. For the list of judges and bios, visit <https://www.atlanticave.org/holidays> A special 'People's Choice Award' will be introduced for the first time this year. The public can cast their vote by scanning the QR code at their favorite business' window display. The winner will be announced on December 19th.

The holiday fun on Atlantic Avenue continues with the **Children's Party with Santa** on Saturday, December 3, 2022 from 12-3 pm (rain date: Sunday, December 4, 2022, 12-3pm). The free event will be held at the Hoyt Street Garden, corner of Atlantic Avenue and Hoyt Street. Children are invited to decorate the fences of the local community garden with DIY ornaments or they can bring them from home. The jolly man himself will make a special appearance to take pictures and spread holiday cheer. The wonderful kids' band Rolie Polie Guacamole will perform and Macaroni Kid Brooklyn NW will host giveaways and kids' activities including "Guess How Many Macaroni in the Jar" and spin the wheel.

The AALDC continues to support Arbor Inn and Providence House for the **Annual Holiday Toy Drive**. This annual tradition benefits the women and children living in local homeless shelters in the community. Participating Atlantic Avenue businesses will have toy boxes where visitors can bring unwrapped toys for the Annual Holiday Toy Drive. For a list of all participating businesses that will have a Holiday Toy Drive Box within their businesses, please visit <https://www.atlanticave.org/holidays>.

Holidays on Atlantic Avenue is sponsored in part by Northfield Bank, MetroPlus Health, Miss Jessie's, Sahadi's, and Apple Bank.

Media Partner: Schneps Media.

Holidays on Atlantic Avenue is presented by Atlantic Avenue Local Development Corporation (AALDC) and Atlantic Avenue Business Improvement District (AABID).

Atlantic Avenue Local Development Corporation (AALDC)

The Atlantic Avenue Local Development Corporation (AALDC) is a Section 501(c) (3) nonprofit organization whose mission is to further economic development, historic preservation, and cultural enrichment in the greater Atlantic Avenue area. The AALDC provides information, advocacy, produces events and projects that promote economic growth and vitality, for the preservation and development in downtown Brooklyn and neighboring communities. For more about AALDC, visit www.atlanticave.org and Instagram @atlanticavelde

Atlantic Avenue Business Improvement District (AABID)

Established in 2011 and representing more than 300 businesses in the vibrant neighborhoods of Brooklyn Heights, Boerum Hill and Cobble Hill, the Atlantic Avenue Business Improvement District (AABID) is dedicated to promoting the long-term economic development of Atlantic Avenue from Fourth Avenue to the Waterfront.

For more about the Atlantic Avenue BID, visit www.atlanticavebid.org and Instagram @atlanticavebk.

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Note to Editors: For further press information and high-resolution images, email pr@atlanticave.org