

FOR IMMEDIATE RELEASE

Date: November 15, 2022

Contact: Shantal Marshall, Communications & PR Manager

Email: pr@atlanticave.org

Holiday Kick Off on Brooklyn's Atlantic Avenue Official Annual Tree Lighting on November 22, 2022 at 6 pm

Brooklyn, NY- November 15, 2022- 'Tis the season to explore Atlantic Avenue! The Atlantic Avenue Local Development Corporation (AALDC) and Atlantic Avenue Business Improvement District (AABID) are collaborating to host holiday events and programming throughout the season. On Tuesday, November 22nd at 6pm, families from the community are invited to the **Annual Tree Lighting Ceremony**. The free public event will take place at the St. Cyril of Turov Belarusian Church, located at 401 Atlantic Avenue.

The Annual Tree Lighting Ceremony will be officiated by Assembly Member Jo Anne Simon and New York City Council Member Lincoln Restler promptly at 6pm. Following the holiday greetings from elected officials, the charming Girl Scouts Brownie Troop 2518, first-grade girls from P.S. 261 Philip Livingston will count down to the lighting of the holiday tree. Attendees will then enjoy a live performance of classic holiday tunes from the Brooklyn Youth Chorus, a local performing arts group from nearby Cobble Hill.

A big thank you to our holiday sponsors and media partners: Northfield Bank, MetroPlus Health, Miss Jessie's, Sahadi's, Apple Bank, and Schneps Media.

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 @atlanticaveldc

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.

###

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