

FOR IMMEDIATE RELEASE

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Atlantic Avenue's Holiday Festivities to Bring Special Events For All: Annual Tree Lighting, Meet Santa and Olaf, and Free Holiday Recipes

Brooklyn, NY- November 16, 2023- Atlantic Avenue is getting ready for the merriest season of all with special events, gift deals, and SANTA! The Atlantic Avenue Local Development Corporation (AALDC) will host annual holiday events and programming. On Tuesday, November 28th, the community is invited to the **Annual Tree Lighting Ceremony**. The free public event will be held at the St. Cyril of Turov Belarusian Church, located at the corner of Bond Street and Atlantic Avenue.

The Annual Tree Lighting Ceremony will be officiated by New York City Council Member Lincoln Restler at 6 pm. Following the holiday greetings from elected officials, the charming Girl Scouts Troops 2133 and 2518, first and second-grade girls from P.S. 261 Philip Livingston will count down to the lighting of the tree.

On Thursday, November 30, the **Atlantic Avenue Merchant Holiday Window Judging Competition** will have five judges travel along the avenue to view the festive winter wonderland designs created by participating Atlantic Avenue merchants. This year's judges will include Tony Dokoupil, American journalist and co-host of "*CBS Mornings*," Sergio Delavicci, actor in *John Wick 3 and Creed 2*, Grace Freedman, founder and lead curator of Why Not Art?, visual artist and muralist Dan Petersen, and Ed Heck, pop art and children's book author. They will vote for the 1st, 2nd, and 3rd place winners. For the list of judges and bios, visit <https://www.atlanticave.org/holidays>.

Adding to the excitement, the AALDC invites everyone to explore the avenue as they enjoy special offers, promotions, and free holiday recipes from local businesses as part of the **Shop & Dine Promotion**. Starting December 1-17, Atlantic Avenue businesses will offer 10% off selected items and/or specials- perfect for gift ideas for loved ones. Plus, Atlantic Avenue businesses will be gifting customers their favorite family holiday recipes, some which have been passed on through generations. Visitors should look for recipe signs in the windows along Atlantic Avenue.

The **3rd Annual Children's Party with Santa** will take place on Saturday, December 2 from 12-3 pm. The free event will be held at the Hoyt Street Garden, located at the corner of Hoyt Street and Atlantic Avenue. Parents and guardians are invited to bring their kids for arts, crafts and Santa. They will decorate and color ornaments shaped like snowmen, holiday trees, and more to be displayed on the fences of the vibrant Brooklyn garden. Children can even bring their own ornament creations from home to be exhibited. Santa and Olaf will spread holiday cheer by

greeting and taking pictures with families, creating a lasting memory for years to come. Local musicians will provide joyous tunes for the public to enjoy.

The AALDC continues to support the local shelters for the **Annual Holiday Toy Drive**. This yearly tradition will benefit women and children living in homeless shelters during the holidays. Toys will be donated to organizations such as Arbor Inn and Camp Friendship. We are donating toys to Council Member Lincoln Restler's office for them to give to Wyckoff Gardens, Gowanus Houses, and Alonzo A. Daughtry Memorial Daycare. Participating Atlantic Avenue merchants will have toy boxes throughout the season until December 8th. For a list of participating merchants who will have a Holiday Toy Drive Box in their business, please visit <https://www.atlanticave.org/holidays>

Thank you to our holiday sponsors and media partners: MetroPlus Health, Sahadi's, Schneps Media, Brooklyn Daily Eagle, and Queens Daily Eagle. For a full updated list of sponsors, please visit <https://www.atlanticave.org/holidays>

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 of downtown Brooklyn and neighboring communities. For more about AALDC, visit www.atlanticave.org and Instagram [@atlanticaveldc](https://www.instagram.com/atlanticaveldc)

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