



FOR IMMEDIATE RELEASE

Contact: Phil Cardone
Phone: 718-931-9500 x33
Web: www.bronxarts.org
Email: Phil@bronxarts.org

**Come to the Second Annual "FAIR @ THE SQUARE" at Westchester Square
on Saturday, May 15th for a day of family activities**

(Bronx, NY – May 7, 2010) All are invited to the second annual "FAIR @ THE SQUARE", a collaborative effort of the Bronx Council on the Arts (BCA) and the Westchester Square business community, on Saturday, May 15th, from 12:00 Noon to 4:00pm when the Westchester Square section of the Bronx will come alive with a festival of free family activities. There will be free rides on BCA's Bronx Culture Trolley that will extend the festivities along East Tremont Avenue to West Farm's Bronx River Art Center and Drew Gardens where additional activities are scheduled.

FAIR @ THE SQUARE is one of the kick-off events for Bronx Week 2010 and Bronx Borough President Ruben Diaz Jr. will join us at the Westchester Square festivities at 2:00pm. Ongoing throughout the afternoon will be kids arts & crafts, workshops, art exhibits, craft exhibits, face painting, games, music by Bronx Underground, BCA BronxArtworks Artisans exhibitions and sales, artists, local merchants and community-based organizations displays, artwalk guided tour, trivia contest, and a scavenger hunt. All activities are free and open to the public. All are welcome to this rain or shine event.

This day is presented by the Bronx Council on the Arts, Association of Merchants and Business Professionals of Westchester Square, Bronx Tourism Council, Bronx Business Alliance, Apple Bank for Savings, Bronx River Art Center, Bronx Underground, City of New York Parks & Recreation Owen Dolen Recreational Center, Huntington Free Library, Lehman High School, Six Flags Great Adventure, The Phipps Houses Group, and the Westchester Square/Zerega Improvement Organization, and Bronx Borough President Ruben Diaz Jr.

FAIR @ THE SQUARE locations are:

The Huntington Free Library at 9 Westchester Square, next to Apple Savings Bank, which will feature kids' arts & crafts, storytelling, crafts workshop, BronxArtworks artisans' sale, doll craft exhibit, face painting, and games.

Owen Dolen Park Plaza (across from the Huntington Free Library on East Tremont Avenue near the #6 subway station) where you can enjoy music by BxIndie artists of the Bronx Underground, art exhibits, and a "BronxArtworks" artisans' sale.

Throughout The Square there will be displays by local merchants and community-based organizations, as well as Bronx artists whose work will be on display and for sale. The afternoon will also include **ArtWalk Guided Tours** at 1:30 and 3:00pm, scavenger hunts, and the Six Flags Great Adventure van.

The **West Farms/East Tremont Avenue** leg of the day, accessible via the Bronx Culture Trolley, includes a stop at the Bronx River Art Center and Drew Gardens. From 12 noon to 6:00pm, the **Bronx River Art Center** (1087 East Tremont Avenue) presents a "Gallery Open House" and "Ask the Artist: Vidal Centeno" from 12:00 noon to 4:00pm and tours of the gallery's current exhibitions, Bjargey Ólafsdóttir's "Dialects IV" and Vidal Centeno's "1:24", led by BRAC's curator José Ruiz from 4:00 to 6:00pm. Refreshments & snacks will be available. Additional family activities are scheduled at **Drew Gardens** (across the street from BRAC) from 12:00 noon to 4:00pm.

Throughout the afternoon the **Bronx Culture Trolley** will be shuttling riders throughout the Westchester Square area to and from West Farms/East Tremont Avenue. Passengers can test their local knowledge of the area with an ongoing **Trivia Contest** on board. Pick-ups and drop-offs will take place at Drew Gardens and throughout the Westchester Square area. **Venue schedules are subject to change.**

Directions: FAIR @ THE SQUARE will take place in the heart of Westchester Square and is easily accessible by taking the #6 train or the #40, #42, #31, #21, or #4 bus to Westchester Square. **For further information** about May 15th's FAIR @ THE SQUARE, call 718-231-2847 or 718-931-9500 x33 or visit the Bronx Council on the Arts website at www.bronxarts.org.

Support for this event is provided by Apple Bank for Savings, the NYC Department of Cultural Affairs, the Carnegie Corporation, the Scherman Foundation, the NYS Council on the Arts, Avenue NYC Department of Small Business Services, Bronx Business Alliance, NYS Senator Jeffrey Klein, NYS Assemblyman Michael Benedetto, NYC Council Member Annabel Palma and NYC Council Member James Vacca.

###