



FOR IMMEDIATE RELEASE

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**Bronx Council on the Arts and Community Arts Tuesdays
presents the North Bronx Launch of BCA's BxCulturalCard
on June 25, 2013 at 6:00-8:00pm at BCA @ 2700**

(June 10, 2013—Bronx) The Bronx Council on the Arts (BCA) and Community Arts Tuesdays invites you to the North Bronx Launch of BCA's BxCulturalCard on June 25, 2013, from 6:00-8:00pm at BCA's future home at 2700 East Tremont Avenue, on the corner of St. Raymond Avenue, in the Westchester Square section of the Bronx. Admission is free and all are welcome.

The BxCulturalCard is a free card that connects you to the Bronx and its wealth of retail establishments, museums, galleries, restaurants, sporting events and more, with special offers and discounts to its cardholders. The BxCulturalCard is available to Bronxites, students, and visitors to the borough. Experience the culture, commerce and communities that the Bronx has to offer.

But the card is not just about discounts and great retail offers for the consumer. We also offer great incentives for local businesses and cultural institutions to be involved with the program. By offering patrons, for example, discounted admission, gift shop discounts, free beverage or desert with dinner, etc.,

- BCA will help you promote your establishment to the large number of Bronx residents and visitors who visit BCA's and the BxCulturalCard website;
- BCA will include an online description of your establishment that includes your business name, address, and contact information including telephone and fax numbers, e-mail address, and website; a short description of your business; and the discount you are offering your patrons;
- You will have the ability to promote your daily or weekly specials;
- BCA will provide you with free marketing and cross-promotion on the BxCulturalCard website;
- BxCulturalCard Community Sponsorship (offered only to local merchants from Morris Park, Parkchester, Pelham Bay, Throggs Neck, and Westchester Square) entitles you to prominent web advertisements and the opportunity to promote your business at a future *Community Arts Tuesday*.

For information on sponsorship, contact Anthony Meyers, Director of External Affairs, at 718-931-9500 x22.

COMMUNITY ARTS TUESDAYS is a networking opportunity to gather with our Westchester Square neighbors and friends, introduce the BCA staff and rub elbows with members of the newly formed Westchester Square BID.

Directions: BCA @ 2700 is located at 2700 East Tremont Avenue (corner of St. Raymond Avenue) in the Westchester Square section of the Bronx. BX 40 & 42 buses stop right in front of the building. Stops for BX 4, 8, 21 and 31 buses and the #6 subway are within blocks of the building. **Information:** 718-931-9500 x22 or x33.

This event is made possible with the support and contributions from the NYC Department of Cultural Affairs, the NYS Council on the Arts, the NYC Department of Small Business Services - Ave NYC, Bloomberg Philanthropies, Lambert Foundation Fund of Tides Foundation, Scherman Foundation, and NYC Council Member James Vacca.

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Bronx Writers Center • BCA @ 2700 • Longwood Art Gallery • bronxarts.org
1738 Hone Avenue, Bronx, New York 10461
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