



*The Association of the Merchants &
Business Professionals of Westchester Square, Inc.*

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FOR IMMEDIATE RELEASE

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3 Days To The 5TH ANNUAL "FAIR @ THE SQUARE" Saturday, May 11, 2013 ~ 11AM – 6PM

May 8, 2013 (BRONX, NY) - The **Westchester Square Merchants Association**, in partnership with the **Bronx Council on the Arts** and **NYC Dept. of Parks & Recreation**, invite you to the **5th Annual "Fair @ The Square"**, taking place **Saturday, May 11th** from **11am to 6pm** along the streets of **Westchester Square** between **St. Raymond** and **Westchester Avenues**. We hope you will join us at this **FREE**, fantastic, fun-filled, community event, which is held as part of **Bronx Week 2013**.

The main sponsor of this year's "Fair @ The Square" is the **Westchester Square Business Improvement District**, recently formed and whose immediate goal is to promote the diversity in the *commerce, culture, and community of Westchester Square*, one of the busiest areas in the Bronx, traveled through by over 80,000 commuters daily.

Major sponsors include DJ Ambulette Service, HHH Continuum of Care, Healthfirst, the Hutchinson Metro Center, New York Daily News, Sanitation Salvage Corp., United Healthcare, Visiting Nurse Services of New York, and WellCare.

This **FREE** multi-cultural event attracts thousands of fair-goers throughout the day and will feature an all day concert series *hosted by Rhina Valentin "La Reina del Barrio" of BronxNet's OPEN Show and Dennis "Dion" Nardone of WVOX 1460AM Radio*, as popular NY artists take the stage, including **Alive N Kickin' ("Tighter, Tighter")**, one of the premier event bands in the Tri-State area, Freestyle sensations **Soave ("Cryin' Over You")** and **Fascination ("Why You Wanna Go")**, Top 10 Billboard Songwriter **Ron Rogers** performing his worldwide #1 hit song **"Deputy of Love"** and giving us a sneak peak at his upcoming show production **"Cowboys & Gangsters"**, returning artists -- **Gene DiNapoli** with his new **Bronx Bombers Show** featuring songs by Bobby Darin, Tony Orlando and many others, the **Bronx Reign Dancers**, **Italian Hip Hop Movement** artist **SALESE**, recording artist **J Universal**, freestyle artist **Donna Williams**, **W.R.A.T.H.**, the new voice of **Hip Hop**, **Bronx Underground** bands **Scoutmaster Jack** and **If But When**, **Sierra Nelson** of **Mind Builders**, students from the **Just Nuts Music School**, and many more performers and dancers... a show not to be missed!

This year's fair will feature a new and expanded Kid's Fair & Activities Area with games, rides, and various performances with hosts Brittany Miller and Matt Pieper of News12 - The Bronx and Bharati Kemraj of the BHARATI Dance Academy, merchant displays, artisans and art exhibits by the Bronx Council on the Arts, merchandise and food vendors, arts & crafts, face painting, an FDNY Smoke House and & Antique Fire Engine, a dunk tank, an MTA Antique Bus, the Bronx Children's Mobile Museum, NYC Dept. of Parks' Play Mobile, a special Book Sale by the Huntington Free Library, buy a bag for \$1 and fill with books, food from local restaurants, where NY Emmy winner, Baron Ambrosia from The Cooking Channel's "The Culinary Adventures of Baron Ambrosia" will tour and sample the diverse array of eats in the area, contests, prizes, raffles, and much more!

The Fair is produced by Marketing & Advertising Solutions Inc. (MAS), and also made possible through the generous contributions of Apple Bank, Bronx Council on the Arts, Bronx Honda, The Bronx Times, BronxNet, Crown Trophy, Metro Optics Eyewear, Montefiore Medical Center, News 12 – The Bronx, Niteline Radio, University Diagnostic Medical Imaging, Verizon FIOS, Wendy's, as well as through the support of ASA College, Boricua College, Capital One Bank, H&R Block, McDermott's Pub, NY Life Insurance, T-Mobile, and Westchester Square Physical Therapy.

EVENT INFO:

Name: 5th Annual "Fair @ The Square"

Date: Saturday, May 11, 2013

Time: 11am-6pm

Event Contact: Janett Florindo, 917.583.2075