



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

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FOR IMMEDIATE RELEASE

**SAVE THE DATE FOR THE 4th ANNUAL “FAIR @ THE SQUARE
May 12, 2012 | 11:00am to 6:00pm**

(Bronx, NY — April 16, 2012) The Association of the Merchants & Business Professionals of Westchester Square, Inc., the New Bronx Chamber of Commerce, and the Bronx Council on the Arts announce the 4th Annual “Fair @ The Square” taking place on Saturday, May 12th from 11:00am to 6:00pm along the streets of Westchester Square between St. Raymond Avenue and Westchester Avenue.

“The Westchester Square merchants have made great strides over the past few years, with commercial revitalization efforts, to improve our area’s commerce and quality of life. Now, with newly formed Westchester Square Business Improvement District (BID) in place, we can bring even more to the re-emergence of Westchester Square and we invite all the residents of New York City to come see what the buzz is all about. This annual fair allows us to showcase the diversity of our commerce, our culture, and our community, and the progress we have made in our neighborhood.” says Mr. Joe Regina, of AMBPWS, “We welcome this opportunity to have thousands of people, who we expect throughout the day, to come and join us as we celebrate the rebuilding of a great area for a great future.”

This multi-cultural event will feature an all day concert series showcasing New York City’s most popular groups performing every genre of music from oldies through today’s great music. The show will be hosted by TV personality Molly Rokasy (Anchor, News12 the Bronx), radio personality Dennis “Dion” Nardone (WVOX 1460 AM Radio), and other surprise guests. From Doo-Wop to Hip-Hop, and everything in between, you will catch it all on the main stage at St. Raymond Avenue. The artist line-up, at this time, includes such groups as tri-state area favorites SugaRush, Just Nuts, Italian Hip-Hop artist Rob Salese, and many more performers and dancers.

Kids will enjoy the day in the Kid’s Activity Area featuring all sorts of games, exhibits, and other fun activities while will enjoy the scores of merchants and vendors displaying their wares, and services, and great restaurants offering up great food. Another highlight is the annual Art Walk showcasing local Bronx artists and artisans displaying their works in a variety of spaces and windows at locations throughout the Square.

Don’t miss out on the many free raffles for great prizes being offered by many of the merchants and sponsors throughout the day.

To date, this event is sponsored by The Hutchinson Metro Center, The NY Daily News, Apple Bank, Metro Optics Eyewear, Sanitation Salvage, DJ Service, and Wendy’s.

Event Date: Saturday, May 12, 2012
Time: 11:00am to 6:00pm
Location: Westchester Square from St. Raymond Avenue to Westchester Avenue
Event Contact: Janett Florindo 917-583-2075