

FOR IMMEDIATE RELEASE:

**LINCOLN SQUARE BID LIGHTS UP THE NEIGHBORHOOD FOR  
THE 12<sup>th</sup> ANNUAL WINTER'S EVE AT LINCOLN SQUARE**

**Kick-off to NYC'S holiday season offers FREE live musical entertainment, samplings from top restaurants, tree lighting, dancing and plenty for the kids!**

*Monday, November 28, 2011, at 5:30 PM*

**New York, NY**— Lincoln Square Business Improvement District (BID) hosts the 12<sup>th</sup> annual **Winter's Eve at Lincoln Square**, New York City's largest holiday festival, on Monday, November 28<sup>th</sup> from 5:30 – 9:00 p.m. This year's event, which is expected to attract more than 20,000 people, features folk legend **Arlo Guthrie** and family and many others. The New York Cares Coat Drive will be the event's charitable beneficiary. The Parks Department will run a free trolley service up and down Broadway during the event. Winter's Eve will take place rain, snow or shine. For more details visit: [www.winterseve.org](http://www.winterseve.org).

"Winter's Eve has become an annual tradition that represents our eclectic community, a crossroads of neighbors and visitors; singles, families and grandparents; students and professionals; arts lovers, foodies and shoppers," said Lincoln Square BID President, Monica Blum. "The night of Winter's Eve, the Lincoln Square area transforms into a sidewalk *fête* of marching bands, puppeteers, dancers, musicians and artists – all spreading goodwill and holiday cheer. There is literally something for everyone at Winter's Eve."

The festivities kick-off in Dante Park (Broadway and 63<sup>rd</sup> Street) at 5:30 p.m., with a performance by **Arlo Guthrie** and the **Newark Boys Chorus**, followed by the traditional lighting of the Upper West Side neighborhood's holiday tree with ornaments donated by non-profit Folk Arts Rajasthan and artist Katharine Watson in partnership with the American Folk Art Museum. The **Outer Borough Brass Band** will perform after the Tree Lighting. Immediately following the festivities in Dante Park, Broadway -- from Time Warner Center to 68<sup>th</sup> Street -- will transform into a winter wonderland featuring free musical and theatrical entertainment, food tastings from area restaurants (at nominal cost), and fun activities for people of all ages. Activities take place on the sidewalks of Broadway as well as inside area businesses and nonprofit organizations.

This year, Winter's Eve attendees are encouraged to donate gently used or new coats of all sizes on the night of the event at Dante Park at Broadway and 63<sup>rd</sup> Street, at Kids' Central at the American Bible Society (Broadway and 61<sup>st</sup> Street) and at various other locations throughout the neighborhood. New York Cares especially needs children's coats and large men's coats this season to help people in need citywide. Check the website, [www.winterseve.org](http://www.winterseve.org), for additional coat drop locations.

**ENTERTAINMENT** - Major entertainment venues include: the Mainstage with **Arlo Guthrie**, the **Newark Boys Chorus** and The **Outer Borough Brass Band** at Dante Park; the **Winter's Eve Dance Tent** at Broadway and 62<sup>nd</sup> Street showcasing **The Klezmatics**; Time Warner Center featuring performances by **Big Apple Circus**, Morgan James presented by Jazz at Lincoln Center, **Sister Act**, the LaGuardia High School Show Choir and Professional Children's School performers as well as other children's activities with DOROT; and the American Folk Art Museum with jazz artist **Catherine Russell**. Richard Tucker Park will showcase Opera Collective and the *a cappella*, soul, R&B and gospel singers from Select Blendz. The Upper West Side Apple Store will have celebrated bassist and composer, **Christian McBride** and blues band **Inside Straight**.

Kids' Central, located in the American Bible Society building (Broadway and 61<sup>st</sup> Street), will welcome **Joanie Leeds and the Nightlights** with a special reading of *Eddie Shapes Up* by former **Mayor Ed Koch**, as well as a host of arts and crafts activities from the West Side Y and the New York Society for Ethical Culture, and free mini-cupcakes from Magnolia Bakery.

Lincoln Center's David Rubenstein Atrium will once again be a major performance venue featuring the live music of **Dennis Lichtman's Brain Cloud**. **Arm-of-the-Sea Theater** (giant puppets), The **Hungry March Band**, world dance performers from **Dance Parade**; authentic Mariachi, the Raya Brass Band, **Hot Sardines**, and the High and Mighty Brass Band will parade up and down Broadway performing for the public. Live ice

sculpting by **Okamoto Studio** will take place in front of Time Warner Center and on Columbus Avenue between 65<sup>th</sup> & 66<sup>th</sup> Streets.

Dozens of other local stores and neighborhood institutions will host entertainment and activities as part of the holiday festival – including student chamber groups from the **Kaufman Center**, Santa, the **Yaz Band** and home demonstrations at **Gracious Home**, just to name a few. And, the Rooftop at The Empire Hotel will have jazz guitarist Stephane Wrembel and trio while **Century 21** will welcome electric violinist Lorenzo Laroc.

**FOR FOODIES** – From 6:00p.m. to 8:30p.m., dozens of Lincoln Square’s finest and most popular restaurants will offer a delectable sampling of their signature dishes, at a nominal cost of \$1 - \$5. The outdoor tastings will be held under tents in front of Time Warner Center at Columbus Circle, along Broadway between 62<sup>nd</sup> and 64<sup>th</sup> Streets and at Richard Tucker Park between 65<sup>th</sup> and 66<sup>th</sup> Streets. Restaurants include A Voce, Arpeggio, Asiate at the Mandarin Oriental, New York, the Atlantic Grill, Bar Masa, Breadsoul Café, Bouchon Bakery, Café Fiorello, Dizzy’s Club *Coca Cola* & Great Performances, Ed’s Chowder House, Épicerie Boulud, European Bakery Café, Francesco’s Pizzeria & Restaurant, Gabriel’s Bar & Restaurant, Gourmet Garage, Grandaisy Bakery, Indie Food & Wine, La Boite en Bois, Landmarc, Le Pain Quotidien, Luce Restaurant & Enoteca, Magnolia Bakery, Picholine, P.J. Clarke’s, Porter House New York, Rosa Mexicano at Lincoln Center, Sapphire Indian Cuisine, Screme Gelato Bar, Soutine Bakery, Telepan, ’wichcraft, and other great Upper West Side eateries. A portion of the Winter’s Eve Food Tastings’ proceeds will be donated to the New York Cares Coat Drive.

**SPONSORS** -- Winter’s Eve official sponsors include presenting sponsor Time Warner as well as The Shops at Columbus Circle, the American Bible Society, Con Edison, Glenwood Management, Ogden CAP Properties LLC, Fordham University, Roosevelt Hospital, Milstein Properties, Century 21 Department Store, Mandarin Oriental New York, Empire Hotel, Bonafide Estates, Inc., TD Bank, Titan, Trump International Hotel & Tower, Fidelity Investments, New York Institute of Technology, Atlantic Grill, Rosa Mexicano at Lincoln Center, Zagat Survey; media sponsors include WABC-TV, WNET, Time Out NY Kids, WFUV radio, WBGO, and IN New York and Where magazines.

**For more information about the Lincoln Square BID’s Winter’s Eve, please call 212-581-7762 or visit [www.WintersEve.org](http://www.WintersEve.org). For press inquiries, please contact Emily Banks at 212 938-0835 or Pattie Haubner at 212-938-0005.**

*Winter’s Eve at Lincoln Square is hosted and produced by the Lincoln Square Business Improvement District (BID), a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. The mission of the Lincoln Square Business Improvement District is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects by focusing efforts on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area’s diverse business and cultural offerings. Members of the Lincoln Square BID include businesses, hotels, restaurants, leading retail establishments both large and small, cultural institutions, public officials, and residents. For more information please visit [www.lincolnsquarebid.org](http://www.lincolnsquarebid.org).*

## **LISTING INFORMATION**

**Event:** 12<sup>th</sup> Annual Winter’s Eve at Lincoln Square  
**Date/Time:** Monday, November 28th, from 5:30p.m. – 9:00p.m.  
**Location:** Broadway from Time Warner Center at Columbus Circle to 68th Street  
**Free Trolley:** NYC Parks Department will run a free Trolley service on Broadway throughout the event  
**Description:** The Lincoln Square Business Improvement District hosts its Twelfth Annual “Winter’s Eve at Lincoln Square,” a huge outdoor neighborhood festival featuring free family fun, children’s activities, live entertainment, outdoor food tastings and shopping throughout the Lincoln Square area. Festivities begin (rain, snow or shine) at 5:30p.m. with a Neighborhood Tree Lighting ceremony at Broadway and 63<sup>rd</sup> Street. Food Tastings begin at 6:00 p.m.  
**Bus:** M5, M7, M11, M66, M72, M104  
**Subway:** 1 to 66th/Lincoln Center or A C B D 1 to 59th/Columbus Circle  
**Website:** [www.WintersEve.org](http://www.WintersEve.org)  
**Phone:** 212.581.7762  
**Email:** [info@lincolnsquarebid.org](mailto:info@lincolnsquarebid.org)