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FOR IMMEDIATE RELEASE

CONEY ISLAND PREPARES FOR THE BEGINNING OF THE SCHOOL YEAR WITH A COMMUNITY FAIR

BROOKLYN, NY, August 14, 2019 — As a new school year approaches, the **Alliance for Coney Island** is focused on ensuring the children of their neighborhood have the supplies needed for the start of the year. Considered to be one of their largest community events, the Alliance for Coney Island in partnership with **Council Member Mark Treyger, Congressman Hakeem Jeffries, State Senator Diane Savino, Assembly Member Mathylde Frontus, Coney Island Cathedral** and the **NYC Department of Transportation Weekend Walks** program will host the **2nd Annual Coney Island Back to School Community Fair**.

On **Saturday, September 7th from 12PM to 4PM**, families will be able to stroll along Mermaid Avenue from West 25th Street to West 29th Street and stop in at the over 20+ booths and mobile units, offering fair-goers a variety of giveaways, school supplies and information from healthcare providers and organizations to help promote their services and provide information to the community. Included in this list is *Coney Island Hospital* who will offer free blood pressure screenings and education on various health issues, *Project Street Beat at Planned Parenthood* mobile health unit will offer a variety of health services, which do not require insurance, and the *CAMBA Homebase* mobile unit that will assist with housing issues, eviction and other tenant inquiries.

The annual Mermaid Avenue Back to School Community Fair was created to help bridge the gap between what families in the community can financially afford and what the students need. With the success of distributing over 700 backpacks and supplies in 2018, the Alliance is looking to help even more this year. Thanks to the help of elected officials, **the New York Road Runners, Metro PCS, Coney Island Hospital, BlueCross Blue Shield** and donations from **Live Nation** and **Turner + McKissack**, the Alliance will hand out 1,000 backpacks filled with school supplies to elementary and middle school students who are accompanied by a parent or legal guardian.

"The annual Coney Island Back to School Community Fair connects families and students with much needed school supplies and resources to prepare for the upcoming school year. This community driven event provides valuable services free of cost to any child that needs a backpack. I commend the Alliance for Coney Island and our small businesses in Coney Island for organizing this important event to guarantee that every student succeeds in the classroom," **said NYC Council Member Mark Treyger, Chair of the Committee on Education.**

"As we approach the beginning of the school year, it's especially important that all students have the supplies they need to have a successful year. This annual event helps accomplish that with not only backpacks but resources to ensure that students are healthy and ready to learn on day one. I look forward to joining the

Alliance for Coney Island and continuing to help make these kinds of events possible," said **State Senator Diane Savino**.

"I'm excited to partner with my colleagues in government and the Alliance of Coney Island to help get school supplies for the wonderful students in our communities. We all know teachers are stretched to the limit setting up their classrooms, to provide an environment where students are focused and prepared to learn. It's a pleasure that my colleagues and I can help families and teachers alike, so that they can concentrate on the lessons that will help our students succeed," said **Assembly Member Mathilde Frontus**.

"We are honored to work with all our local elected officials, Coney Island Cathedral, and our sponsors to bring families to the heart of Coney Island, Mermaid Avenue. This event brings the community together and we are ecstatic to be able to bring school supplies and backpacks directly to families to help kick-off the school year in a fun and informative way," said **Alexandra Silversmith, Executive Director of the Alliance for Coney Island**.

To stay up-to-date on neighborhood activities and resources, make sure to visit **AllianceforConeyIsland.org**. Sign up for our weekly newsletter and follow us on Facebook **@AllianceforConeyIsland**.

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President and New York City Economic Development Corporation. More info at www.AllianceforConeyIsland.org.



The poster features a green background with the title "Back to School Fair" in large, colorful, 3D block letters. A yellow paper airplane is attached to the end of the word "School". Below the title, the event details are listed in white and blue text. A yellow school bus is illustrated on the right side. The "EVENT INCLUDES:" section is followed by a list of activities. At the bottom, there are logos for various sponsors and portraits of participating officials.

Back to School Fair

JOIN US FOR THE MERMAID AVENUE BACK TO SCHOOL COMMUNITY FAIR

SATURDAY, SEPTEMBER 7, 2019
12:00 PM - 4:00 PM
MERMAID AVENUE FROM W. 25TH - W. 29TH STREET

EVENT INCLUDES:

- FREE BACKPACKS WITH SCHOOL SUPPLIES FOR CHILDREN IN GRADES K-8 (WHILE SUPPLIES LAST)
- LIVE ENTERTAINMENT
- GAMES AND PRIZES
- COMMUNITY RESOURCES

ALL CHILDREN MUST BE PRESENT AND ACCOMPANIED BY AN ADULT TO RECEIVE BACKPACKS

Sponsors: Alliance for Coney Island, Coney Cares!, NYC Health + Hospitals, Coney Island, T-Mobile metroPCS, NYC Weekend Walks, Empire BlueCross BlueShield.

Officials: NYC Councilman Mark Treyber, NYC Senator Diane Savino, US Congressman Mark E. Jeffries, NYC Assembly Member Mathilde Frontus.

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