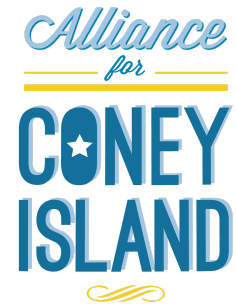


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FOR IMMEDIATE RELEASE

ALLIANCE FOR CONEY ISLAND TO CELEBRATE THE BEGINNING OF THE SCHOOL YEAR WITH A BACK TO SCHOOL COMMUNITY FAIR

BROOKLYN, NY, September 5, 2018 — Although the summer is winding down, the **Alliance for Coney Island** continues to focus on bringing fun events to the community. On *Saturday, September 8th* from Noon to 4PM on Mermaid Avenue from West 15th Street to West 20th Street, in partnership with **Councilman Mark Treyger** and the **NYC Department of Transportation Weekend Walks program**, the Alliance will host the **Annual Coney Island Back to School Community Fair**.

The **Alliance for Coney Island**, **Councilman Treyger**, **Congressman Jeffries**, **State Senator Savino** and community sponsors have donated backpacks filled with school supplies for the first 500 elementary and middle school students who attend with a guardian. Backpack distribution will be on a first come first serve basis at the Alliance for Coney Island tent while supplies last.

The event will feature over 60 organizations including free health screenings, family friendly activities and community resources such as job readiness programs, education opportunities and afterschool programming options as well as everything families need to get kids ready for the new school year. There will be plenty of entertainment for fair-goers such as performances by community dance groups, local musicians, zumba lessons from the Coney Island YMCA, salsa demonstrations, and more. Fun family activities include face painting, life sized games, and caricature art. As part of the NYC DOT Weekend Walks initiative to promote the streets as public space, there will be seating areas spread throughout the event to encourage residents to eat & shop at local restaurants and businesses on Mermaid Avenue.

“What better way to celebrate the start of a new school year than by bringing the community together for a day of free, fun activities, helpful resources, and free school supply giveaways,” said **Council Member Mark Treyger, Chair of the City Council’s Committee on Education**. “I am proud to work

with the Alliance for Coney Island, Congressman Hakeem Jeffries, Senator Diane J. Savino, and all of our community partners to help ensure that children and families in our community know we are all invested in their education and long-term success.”

"In today's difficult economic times, many parents struggle just to make ends meet. Today's event will hopefully help to alleviate the high-cost of supplies and send children to school with some of the items they need for a successful year," said **State Senator Diane Savino**.

“As students prepare to return to the classroom, parents are busy making sure their children have everything they need to succeed this school year. By putting everything from health screenings to backpack donations in one place, the Community Fair makes it easier for busy families to get their kids ready for school, all while putting a smile on everyone’s faces. I wish all new and returning Coney Island students the best of luck in their studies this year,” said **Congressman Hakeem Jeffries**.

“We are proud to partner with our local elected officials and local businesses to give back to the community and provide essential school supplies to students while also creating a celebratory day on Mermaid Avenue, the main commercial corridor for our residents and businesses,” said **Alexandra Silversmith, Executive Director of the Alliance for Coney Island**.

“Great time for the local community, merchants and elected officials to give a Back To School Event. Activities and local resource agencies joining together to make this a successful day. Letting children be children before going back to school at a local community event is a wonderful thing,” said **Eddie Mark, Community Board 13 District Manager**.

The event is made possible by the generous support from elected officials as well as donations received from AA Driver Training Center, Applebee’s Grill & Bar, the Brooklyn Cyclones, BJ’s, Community Board 13, Deno’s Wonder Wheel Amusement Park, the Jewish Community Council of Greater Coney Island, King’s Plaza, Net Cost, Proto Properties and Xincon Home Health Care Services.

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.



Join us for the Annual
BACK TO SCHOOL
COMMUNITY FAIR



Saturday
September 8, 2018
12PM to 4PM
Mermaid Avenue from
W. 15th St - W. 20th St



FREE BACKPACKS, SCHOOL SUPPLIES
FAMILY ENTERTAINMENT & MORE!



SUPPLIES FOR STUDENTS IN ELEMENTARY & MIDDLE SCHOOL
WHILE SUPPLIES LAST

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



NYC COUNCIL MEMBER
MARK TREYGER



US CONGRESSMAN
HAKHEEM JEFFRIES



NYS SENATOR
DIANE SAVINO



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