

**PRESS RELEASE
FOR IMMEDIATE RELEASE**

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MEDIA ALERT

CONEY ISLAND DEBUTS HOLIDAY LIGHTS FOR THE 2020 SEASON

WHAT: To welcome in the holiday season, the Alliance for Coney Island and Councilman Mark Treyger will be debuting newly installed LED holiday lights along the Mermaid Avenue commercial corridor spanning from Stillwell Avenue to W 33rd street on Tuesday, December 8th. This annual tradition will take place at 5:30 pm at the intersection of Mermaid Avenue at Stillwell Avenue where there will be a small gathering for a photo under the lights and free light refreshments for the residents of Coney Island.

"The holidays are a time to celebrate with family, friends and community. I'm extremely proud to partner with the Alliance for Coney Island to once again secure funding to continue the tradition of illuminating Mermaid Avenue with festive holiday lights. While this year's celebrations will be different, the decorative lights in Coney Island will offer holiday cheer and promise for a brighter new year," **said Council Member Mark Treyger (Bensonhurst, Coney Island, Gravesend, Sea Gate)**

"Bringing the holiday spirit to Mermaid Avenue and seeing the joy it can spread is much needed this year. Our community has seen some of the worst effects of COVID-19 and is faced with unprecedented challenges to recover, so these lights provide a semblance of hope and celebration as we look forward to the new year" **said Alexandra Silversmith, Executive Director of the Alliance for Coney Island.**

WHO: Alliance for Coney Island, Councilman Mark Treyger and, Community Board 13

WHERE: Intersection of Mermaid Avenue at Stillwell Avenue

PRESS TIME: Tuesday, December 8 | 5:20 PM - 6:00 PM

Day of contact: Alexandra Silversmith, Executive Director of the Alliance for Coney Island: 718 637-7957

Alliance for Coney Island

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.

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