



Press Release

The 125th Street Business Improvement District (BID) Harlem Holiday Lights 2014 Bigger and better than ever!

Harlem, New York - On Thursday, November 20, 2014 the 125th Street Business Improvement District (BID) in conjunction with the NY State Office of General Services and Manhattan Community Board #9, will kick off the holiday shopping season with its Harlem Holiday Lights celebration in front of the Harlem State Office Building, 163 W. 125th Street. This event is free and open to the public from 6-9pm.

Now in its 21st year, and with the support of Disney and the Harlem Community Development Corporation, the BID will decorate 125th Street by streaming holiday lights across the historic thoroughfare while a parade of lighted vehicles form a procession that travels along 1-2-5 from Fifth Avenue to the Hudson River. The Light It Up parade will begin at 7:30pm in front of the State Office Building. Visitors and locals alike will line the street to watch the parade of decorated vehicles provided by Grayline Bus Tours, the Harlem Tourism Board, Harlem Mothers Save, Jacob's and Cove's Restaurant, and McRoberts Protective Agency.

Barbara Askins, President of the 125th Street Business Improvement District said "Harlem Holiday Lights is another opportunity for the BID to bring together the many different resources in the community that makes Harlem what it is today. All of the participants have jumped in with no hesitation to do what they do best and the results is a fun, family event for our residents and visitors. Come kick off your holiday season with us".

The New York State 38th Annual Harlem Tree Lighting Celebration, happening on the State Office Building plaza, will feature performances by Vy Higgins' "Mama Foundation Youth Choir", R&B recording artist Traedonya and music by WBLS. There will be train rides, free hot chocolate, and visits with Santa. The BID and Carver Bank have once again partnered to host the 2nd Annual "How Well do You Know 125th Street" Scavenger Hunt, a fun-filled family activity with cash and other prizes. Registration begins at 5:30pm at Carver Bank, 75 W. 125th Street. Throughout the evening there will be special deals and promotions at businesses on 125th that will offer free food samplings and refreshments, in store discounts, free admission to museum gallery, and more.

"Barbara Askins has done it again", said Willie Walks, Building Manger for the New York State Office of General Services. "2014 is the best street lighting we have ever had and we have worked together to make this a great event for the Harlem community."

Reverend Georgiette Morgan Thomas, chair of Manhattan Community Board #9 said, "I am very pleased that the lights are extending from Central Harlem into West Harlem across 125th Street. We have reached out to our youth groups and churches and created a great opportunity bring people together". She continued, "We want to create joy, peace and love in the community for the evening leaving it for the entire year."

Other activities during the Harlem Holiday Lights celebration include Outdoor Villages such as: the Spiritual Village, organized by Mustard Seed Faith Ministries; the Health Village organized by the National Black Leadership Commission on Aids; and a Children's Village organized by The Manhattan Community Board #9 Arts & Cultural Committee featuring local fine artists who'll work with young people in arts & crafts, music, education & more!

The Dance Village is organized by Larry Scott Blackmon featuring world famous DJ Red Alert and located in front of 215 W 125th St. from 6:00 - 8:00 PM. There's even a cultural tour of Harlem, presented by Harlem Heritage Tours, which includes a guided multimedia 125th Street walking tour with music and video. The hour and a half tour will begin at 6pm on the northwest corner of 125th Street & 5th Ave. A map of all the in-store and outdoor activities appear on the BID website www.125thstreet.nyc.

For more information please contact the 125th Street BID at 212-662-8999. Press inquires contact Darlene@gillardjonesagency or call 212-858-9294.

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About the BID - The 125th Street Business Improvement District (BID) seeks to develop a community-based vision to maintain the heritage of 125th Street, to help secure future cultural presentation and production in Harlem and to encourage the ongoing revitalization of 125th Street as a premier art, culture and entertainment destination.