

FOR IMMEDIATE RELEASE
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**UNION SETTLEMENT AND LOCAL COMMUNITY CELEBRATES [THE MOST
WONDERFUL TIME OF THE YEAR] WITH FIRST
“SHOP AND DINE EAST HARLEM FOR THE HOLIDAYS”**

*All events presented by Union Settlement’s Business Development Center, Buy Local East Harlem,
East Harlem Working Together*

Events will boost engagement with wide array of local businesses and talent

EAST HARLEM, NY – November 8, 2018 – The first annual *Shop and Dine East Harlem for the Holidays* will bring together the local community for a series of festive events during the holiday season to support East Harlem businesses. Two initiatives out of Union Settlement’s Business Development Center – Buy Local East Harlem (funded by Citi Community Development) and East Harlem Working Together (funded by NYC Small Business Services) – will host activities for residents and visitors to enjoy the neighborhood’s diverse flavors and talents, while preparing for the holidays with friends and family.

The kick-off reception (November 14, 5:30pm, Amor Cubano Restaurant, 2018 3rd Ave), will showcase the full calendar of *Shop and Dine* events. Notable attendees will include City Councilmember Diana Ayala, State Senator Brian Benjamin and local East Harlem business owners. Complimentary refreshments will be served. This is a private event. **(Media are requested to RSVP to Michelle Cruz, MCRUZ@UNIONSETTLEMENT.ORG or 646-545-5205.)**

Other select *Shop and Dine East Harlem for the Holidays* events **(open to the public)** include:

- **Small Business Saturday** (November 24, 10:00 am – 12:00 pm, Dear Mama Cafe, 308 East 109 Street) complimentary breakfast, prizes and a group tour to encourage the community to shop locally.
- **Holiday Markets** (Saturdays November 24-December 22, 10:00 am – 6:00 pm, La Marqueta, 1590 Park Avenue) featuring local artists, music and food vendors.
- **Annual Tree Lighting** (December 14, 6:00 -7:30 pm, NE corner of East 106th Street and Third Avenue) to bring together the community.

A full calendar of events is [below] and available at: <https://eastharlemalliance.org/shop-dine-east-harlem-holidays/>.

About Union Settlement

Union Settlement is an on-the-ground resource for East Harlem residents of all ages, and a passionate advocate for the needs of under served communities. Since opening our doors in 1895, we have brought education, wellness and community-building programs to our neighborhood, empowering New Yorkers with opportunities to better their lives. Employing over 450 staff, our services impact 10,000 people in our community every year. By helping our neighbors realize their goals, we build the vitality and success of East Harlem. Visit www.unionsettlement.org to learn more. Follow us on [Facebook](#), [Twitter](#) and [Instagram](#).

About Buy Local East Harlem

Buy Local East Harlem facilitates relationships between anchor institutions and local businesses to support the longevity of small businesses in the community creating long term success, having a positive impact on the merchant's bottom line, increasing job opportunities and overall wellness in the East Harlem community. [Click here](#) for more information.

About East Harlem Working Together

In January 2017, the Business Development Center of Union Settlement (BDC) undertook an unprecedented, \$1.5 million, 3-year comprehensive economic development program geared toward assisting small businesses in East Harlem. This program, called Neighborhood 360, is funded by the NYC Department of Small Business Services. In 2018, the successful program in East Harlem was renamed [East Harlem Working Together](#).

About Union Settlement Business Development Center

The [Business Development Center](#) offers business courses/workshops and technology education, at beginner and intermediate levels, in both English and Spanish. We provide access to loan information and sound business development assistance to maintain, expand or create new businesses in East Harlem, and we develop initiatives to assist in the marketing of established businesses.

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Calendar of Events

Wednesday, November 14, 5:30pm – 7:30pm

Holiday Kick-Off and Reception (private event; open to media and local businesses)

Amor Cubano 2018 Third Avenue (at 111 Street)

At this kick-off event for the *Shop & Dine East Harlem for the Holidays*, networking event to create sustainable relationships between merchants and institutions in East Harlem. Promotional items will be distributed.

Saturday, November 17, 2:00pm – 9:00pm

The 5th Annual Pasteles Contest

Artspace 215 E. 99 Street (between Second & Third Avenue)

Local entrepreneur Taina Traverso brings the best Pasteles makers to East Harlem to compete. Join her and fellow judges for a fun afternoon.

Saturday, November 24, 10:00am – 12:00pm

Small Business Saturday

Dear Mama 308 E. 109 Street (between Second & Third Avenue)

All are invited for complimentary breakfast and refreshments at Dear Mama Cafe. This will be followed by a walking tour of participating businesses along 116th Street to support the local community and economy while offering unique holiday gifts. The final stop will be at the Holiday Market at La Marqueta.

Saturday, November 24, December 1, December 8, December 15, December 22, 10:00am – 6:00pm

Holiday Markets

La Marqueta 1590 Park Avenue (at 115 Street)

Local artists, musicians and food vendors will share their diverse skills and goods with holiday shoppers.

Saturdays, November 30, December 7, December 14, December 21, 12:00pm – 2:00pm

Holiday Pop-Ups

Metropolitan Hospital, 97 Street & First Avenue

This series of holiday fairs will bring local merchants to the Metropolitan Hospital community.

December 14, 6:00 – 7:30pm

Annual Tree Lighting

106th Street and Third Avenue, northeast corner

Community members, including elected officials, will celebrate the lighting of the tree, a cherished symbol of the holiday season.

December 21, 4:00 – 6:00pm

Solstice Soul Train

Uptown Grand Central @Caribbean Cultural Center, 120 East 125th Street

Join the small businesses and cultural institutions along East 125th Street for the Uptown version of Make Music Winter. Enjoy music, holiday pop-up, free gift wrapping, and the official lighting of the 125th & Park tree.