

New Rochelle Downtown Business Improvement District Hosts Two New and Safe Holiday Walking Events

From December 15, 2020 to January 4, 2021

Want to get out of your house for a little while and still be safe and socially distanced?

New Rochelle Downtown is where you can go—with masks on, of course.

From December 15, 2020 to January 4, 2021, the New Rochelle Downtown Business Improvement District (@NRBID) is partnering with the New Rochelle Public Library (@n.r.p.l.), City of New Rochelle (@NRNY) and the District's Hour To Exit (@HourToExit) escape game company to bring two special walks through the Downtown.

Both walks are FREE and may be done outside at one's own pace.

"This will be a challenging winter for all of us, and so it's even more important than usual to have fun, COVID-safe outdoor activities that allow families to stay healthy, fit, and connected to our community," said Mayor Noam Bramson. "I applaud the NRBID for its initiative, and invite residents to experience and enjoy our Downtown in a new, creative way."

For the two walks--the **New Rochelle Downtown StoryWalk** and the **New Rochelle Downtown Holiday Puzzle Tour Game**-- a combined number of twenty four (24) Downtown businesses will be dedicating sections of their windows for two and a half weeks. Fourteen windows will be listed on maps for the StoryWalk and ten will *not be* listed as they are part of the puzzles for the Holiday Puzzle Tour Game.

"We can't wait to have you see that Magic is Happening Here in New Rochelle Downtown. We hope you'll come be part of it with this safe exercise, a bite to eat and some holiday shopping," said Karel Littman, Executive Director, New Rochelle Downtown Business Improvement District (NRBID).

About the two walks:

- **The New Rochelle Downtown StoryWalk**

STORYWALK is a national program created by the Anne Ferguson of Montpelier Vermont and developed in conjunction with the Kellogg-Hubbard Library.

"New Rochelle Public Library is thrilled to be working with the New Rochelle Downtown BID during this holiday season and sharing the beloved story **The Snowy Day** by Jack Ezra Keats with families through the city's first ever **StoryWalk**, said Robert Simic, Head of Children's Services, New Rochelle Public Library.

Children along with their friends, families and caregivers may begin at the New Rochelle Public Library's Lawton Street Drop off/Pick up Entrance windows. There, they will see the first pages of the book and will be able to get a map that features where the next pages of *The Snowy Day* are posted. Each participating business will have their part of

the story displayed in both English and Spanish in their window. The StoryWalk Map will also be available at www.nrpl.org and www.newrochelledowntown.com.

- **The New Rochelle Downtown Holiday Puzzle Tour Game**

For older children, teens and adults, New Rochelle Downtown’s Escape Game business owners—Brittney Coleman and Duane Sequira of Hour To Exit at 466 Main Street (Suite 206)—have created an original Downtown Holiday Puzzle Tour Game that will take players to ten locations throughout the District.

“We have created a hybrid game and we hope everyone will have some holiday fun as you play it throughout New Rochelle Downtown,” said Brittney Coleman, Co-Owner of Hour To Exit.

Clues are a combination of puzzles, word and number games that will be in each location’s window. Participants will use their smartphones to click on QR codes which will then reveal clues to solve the puzzle that will lead to the next location.

Curious? You can register individually or in a group beginning December 15, 2020 at www.HourToExit.com/DowntownPuzzleTour to get the first clue. All people who register and can complete the Downtown Holiday Puzzle Tour Game by January 4, 2021 may become eligible to win New Rochelle Downtown BID Merchant gift certificates and discounts.

For more information contact:

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