

FOR IMMEDIATE RELEASE



The New Rochelle Downtown BID Invites Everyone to “Find Your Heart in New Rochelle Downtown” This February

Featuring an Instagram-Worthy Heart-Shaped Flower Arch, “Gallery of HeARTworks” Outdoor Window Displays and Social Media Giveaways

New Rochelle, N.Y. (February 8, 2021) – [New Rochelle Downtown Business Improvement District \(NRBID\)](#), presents “Find Your Heart in New Rochelle Downtown”, a program encouraging visitors stroll the streets and see the beauty in the Downtown area. Starting today, Monday, February 8 through the end of the month, you can find a 7ft tall Instagram-worthy heart-shaped flower arch right in the heart of New Rochelle at the corner of Division St. and Huguenot St. Created by Enchanted Flowers, this is the perfect spot for your Valentine’s Day Instagram photos with you and your loved ones. This beautiful Flower Flash is large enough to capture enviable photos with all of your favorite people-- from your significant other to your best friends, family members and even your furry friends.

The New Rochelle Downtown BID has also teamed up with the New Rochelle High School students to display the teen’s creativity and love for New Rochelle Downtown. These students range from freshman to seniors and are all part of the Performance and Visual Arts Education (PAVE) Program as well as the National ART Honor Society (NAHS). The teens have decorated red oaktag hearts with their own unique artistic style as part of the outdoor “Gallery of HeARTworks”. Starting this week, in time for Valentine’s Day Weekend, these decorated HeARTworks will be displayed in business windows in New Rochelle Downtown for safe and easy outdoor viewing.

“Now more than ever, we need to show love to our dedicated business owners, our customers and our community,” said Karel Littman, Executive Director, New Rochelle Downtown BID. “We invite you to come “Find Your Heart in New Rochelle Downtown”! Take picture-perfect selfies at the Flower Flash, visit the Gallery of HeARTworks in our windows, and enjoy our Restaurants and shops at the same time.”

In addition to enjoying these colorful displays of love throughout the New Rochelle Downtown area, visitors can be entered to win \$50 gift cards to NRBID restaurants and shops when they spread the love on Instagram. Participating in the Giveaway is simple!

“Find Your Heart in New Rochelle Downtown Instagram Giveaway”

- ♥ Take a selfie with a HeARTwork in the window and post on Instagram by Feb 28
- ♥ Tag @NRBID and tag the business where the HeARTwork is displayed
- ♥ Use the hashtag #LoveNewRo in your caption
- ♥ You’ll be entered to win one of 14 \$50 gift cards to NRBID Merchants

Sweepstakes begins on February 8, 2021 and ends on February 28, 2021 at 11:59pm (EST.) Posts are only eligible to be entered from public Instagram accounts. 14 winners will be randomly chosen on or around 12:30pm on March 1, 2021 and contacted via Instagram direct message immediately after. Must be at least 18 years or older to enter and a resident of the United States to enter. Other exclusions apply, read the full list of terms and conditions below.

Terms & Conditions for the “Find Your Heart in New Rochelle Downtown Instagram Sweepstakes:

♥ Post must be successfully uploaded within the time of the entry period to qualify. ♥ User must have a public Instagram profile to be eligible to win. ♥ One entry per person. ♥ Post must use the proper tags and hashtags, as show in rules of entry, and be a photo containing the “HeARTwork” displayed in the window of a NRBID business. ♥ Winner will have 24 hours to respond to the message and accept their prize. If he or she does not respond within 24 hours, a new winner will be randomly chosen to replace them. ♥ Prize is a \$50 gift card to a NRBID restaurant or merchant of the winner’s choice. A complete list of NRBID restaurants & merchants can be found at NewRochelleDowntown.com ♥ Prize cannot be refunded for cash. ♥ Prize will be mailed to winners. ♥ Must be at least 18 years or older and a resident of the United States to enter. ♥ No purchase necessary. ♥ This contest is not connected to Instagram, Facebook, or any of its affiliates.

About New Rochelle Downtown BID:

Downtown is represented by the New Rochelle Downtown Business Improvement District (NRBID). Magic is happening here! We're adding amazing apartment buildings and more to our wonderful mix of restaurants and merchants. Since 2000 the NRBID has facilitated more than \$150 million in private development. NRBID is a non-profit association of over 800 business and property owners whose prime goal is economic development, new business and new investment. As part of its mission, the NRBID is also devoted to assuring clean and safe streets and hosting downtown activities and events. For more information, visit <https://newrochelledowntown.com/>.

###

Contacts include:

Karel Littman, Executive Director
New Rochelle Downtown Business Improvement District
(NRBID)
201-264-6248 mobile
newrochelledowntownbid@gmail.com

Media Contact:

Jessica Apicella
Buzz Creators, Inc.
(914) 471-3999
jessica@buzz-creators.com