

FOR IMMEDIATE RELEASE



## **The New Rochelle Downtown BID Invites Everyone to “Bloom & Grow in New Rochelle Downtown” This June**

***Featuring Family Pop-Up Events, Signature Floral Essence Cocktails at New Rochelle Downtown Restaurants, “Grow Note” Inspirational Artwork and A Social Media Giveaway***

**New Rochelle, N.Y. (June 1, 2021)** – [New Rochelle Downtown Business Improvement District \(NRBID\)](#), presents “Bloom & Grow in New Rochelle Downtown”, a program encouraging visitors, families and residents to keep joy and positivity flowing. Beginning Tuesday, June 1 and going through the end of the month, you can find pop-up events at Library Green’s Ruby Dee Park, signature cocktails and mocktails with floral essences at more than a dozen New Rochelle Downtown Restaurants and “Grow Note” inspirational artwork that will appear in surprise locations throughout New Rochelle Downtown.

Select New Rochelle Downtown restaurants will be creating a unique signature floral essence cocktail that will be offered throughout the month of June. These signature floral essence cocktails will be both delicious and Instagram-worthy. Mocktails (non-alcoholic drinks) will also be offered.

### **Restaurants creating “Bloom & Grow” signature drinks include:**

- Alvin and Friends
- Applebee’s
- Diner Brew Company
- I Got the Juice
- Juicy Chicken Peruvian Rotisserie Bar and Grill
- Krave: A New York Eatery
- Lawton Street Tavern
- Little Mexican Café
- Magno's Grill
- Modern Restaurant
- Noma Social Tapas Bar/Restaurant
- Olibar
- Posto 22
- R Café and Tea Boutique
- Roc N Ramen
- Spectators Sports Pub & Restaurant
- The Wooden Spoon

New Rochelle Mayor Noam Bramson noted, “As our community emerges from the pandemic and businesses welcome back customers, we can take special pleasure in the sights, sounds, and tastes of New Rochelle through this month of celebration.”

“There is a new sense of success and optimism as we move back out into the world,” said NRBID Chairman Marc Jerome. “Coming Downtown is a great way to test the waters and have a good experience.”

“We know everyone is blooming again and aren’t we are all so ready to be outside doing shopping, dining and visiting in person?” said Karel Littman, Executive Director, New Rochelle Downtown BID. “New Rochelle Downtown is the right place this month for some fun, inspiration--and nice drinks to celebrate.”

The NRBID will be hosting two outdoor pop-up events for children, teens, and their families at Library Green’s Ruby Dee Park on two Saturdays in June. The first event, partnering with the [New Rochelle Public Library](#), will be “Bloom & Grow with the Library” on Saturday, June 5 from 10am to 12noon and will include a planting project and craft tables for making up-cycled paper flowers. The Friends of the New Rochelle Public Library will also be here that day selling lots of terrific gardening books for great prices. Registration is not required. Just come and plant yourself here!

The next pop-up event will be “Blooming Bubbles” taking place on Saturday, June 26 from 10am to 12noon. The NRBID has invited The Bubble Bus, the world’s most sure-fire way of spreading joy and bubbles to people of all ages, to Library Green’s Ruby Dee Park. Come by to exercise some joy!

Another pop of joy the NRBID is bringing to the Downtown are beautifully designed street art drawings featuring inspirational quotes. These “Grow Notes” will appear every Friday morning on the sidewalks at surprise locations throughout New Rochelle Downtown.

In addition to walking around, finding and enjoying these special “Grow Notes” throughout the New Rochelle Downtown area, visitors can be entered to win \$50 gift cards to NRBID Restaurants and Shops when they spread the positivity on Instagram. Participating in the giveaway is simple!

**Rule of entry for the “Bloom & Grow in New Rochelle Downtown Instagram Sweepstakes”**

1. Find the new “Grow Note” starting on Friday mornings and throughout the weekend
2. Take a photo of the “Grow Note” and post it on Instagram
3. Hashtag **#IFounditNR** and tag **@NRBID** in your caption
4. But don’t give away the location! Just keep the message going!

Sweepstakes begins on June 4, 2021 and ends on Monday, June 28, 2021 at 11:59am (EST). Posts are only eligible to be entered from public Instagram accounts. One winner will be randomly chosen each week on or around 12:30pm on Mondays 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.

Also matching the “Bloom & Grow” theme, [Westchester Yoga Arts](#) will be continuing their Garden Yoga series throughout the month of June. This open Level yoga class takes place usually on Wednesdays at 6:15pm in Wendy's open air garden, with everyone positioned six feet apart. There is shade, ample bug spray and an abundance of good vibes and community love. Pre-registration and pre-payment are required. These outdoor classes are not included in the Zoom and regular class packages.

For those who want to grow their art skills, [Lord and Andra Gallery](#) will be hosting at the end of June a Blossom Sip and Paint event where attendees can sample fine wine while they try their

hand at painting floral artwork. You don't have to be a Picasso to have fun as beginners and all levels are encouraged to join in. Sign up will be online with registration and pre-payment required.

NRBID Partner sponsors for Bloom & Grow in New Rochelle Downtown include the [City of New Rochelle](#), [New Rochelle Parks and Recreation](#), and [New Rochelle Public Library](#).

**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 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/>.

**Media Contacts:**

Christina Rae  
Buzz Creators, Inc.  
[crae@buzz-creators.com](mailto:crae@buzz-creators.com)  
914-358-5080

Karel Littman  
Executive Director  
New Rochelle Downtown BID  
[newrochelledowntownbid@gmail.com](mailto:newrochelledowntownbid@gmail.com)

###