



**The New Rochelle Downtown BID Invites Everyone to
“Bloom & Grow in New Rochelle Downtown”
June 9 – 16 2023**

*

***More than 30 New Ro Downtown Restaurants Celebrate with Plant and Floral Essence
Cocktails, Mocktails, and Meals; Experience a Plant Swap and Sip;
Find Inspirational “Grow Note” Chalk Artwork to Enter the Social Media Contest***

*

New Rochelle, N.Y. (May 24, 2023) – [New Rochelle Downtown Business Improvement District \(NRBID\)](#), announces the third annual **Bloom & Grow Restaurant Week and Programs** taking place from **Friday June 9 through Friday June 16**. The week-long event, which includes plant and floral essence-themed cocktails and meals in Downtown restaurants, a Plant Swap and Sip, and an inspirational “Grow Note” social media contest, is designed to encourage visitors, families, and residents to experience the amazing growth and development happening in New Rochelle. New Rochelle is, in fact, the fastest-growing city in New York State, according to the Census Bureau’s [most recent population estimates](#) that show that New Rochelle has grown by about 2% since the 2020 census and now has a total of 81,587 residents.

During the Bloom & Grow Restaurant Week, more than thirty (30) New Rochelle Downtown Restaurants will be featuring elegant Signature Floral Cocktails and Mocktails along with healthy Plant-Based Menu Specials.

New Rochelle Downtown’s participating Restaurants include:

- 18th Ward Brewing
- Alicia's Bakery
- Alvin & Friends
- Applebee's Grill + Bar
- Arepa Mania Venezuelan Cuisine
- Ava Ava RBL Latin Fusion Restaurant
- Cafetero Coffee Company
- Casaroma Cafe
- Colombian House
- El Michoacano
- El Sabor Latino Restaurant
- I Got The Juice
- Jolo's Kitchen
- Krave A New York Eatery
- La Herradura
- Lawton Street Tavern
- Little Mexican Café
- M & M Deli Cafe
- Magno's Grill
- The Mexican Corner Restaurant
- Modern Restaurant & Lounge
- New Golden Wok
- NoMa Social
- Olibar - Peruvian Cuisine
- Pappous & Yia Yia's Kouzina
- R Cafe & Tea Boutique
- Roc N Ramen
- Salsa Y Brasa Restaurant
- Shirley's India
- Space Grill
- Spectators Sports Pub & Restaurant
- Splendid Diner
- Tower Deli Cafe
- Town House
- YUM Ice Cream

For the most up-to-date list of New Rochelle Downtown’s Bloom & Grow participating restaurants and to view the Plant and Floral Essence Cocktails, Mocktails, and Meals, visit NewRochelleDowntown.com

“If you are looking for something fresh, healthy, and fun, then you definitely have to join us at this year’s Bloom & Grow Restaurant Week and Events. Our New Rochelle Downtown restaurants are embracing healthy plant - based meal options and crafting amazing floral essence drinks for you,” said Karel Littman, Executive Director of New Rochelle Downtown BID. “We are also thrilled to be giving our Downtown a green thumbs up and invite everyone to join us for Westchester’s first-ever Plant Swap & Sip!”

New to the Bloom & Grow program is Westchester’s first-ever Plant Swap & Sip taking place on Saturday, June 10, from 3-5 pm, at Alvin & Friends Restaurant. This FREE event will be hosted by National Plant Influencers, Kamili Bell Hill of PlantBlerd and Niyya Pinckney of The Bloom Journey, along with Restaurateurs Gwen and Alvin Clayton and Friends. To participate, attendees simply bring a labeled small plant or rooted cutting to trade and talk about while sipping a sampling of Alvin & Friends’ unique floral essence drinks. Please visit Eventbrite to register [LINK HERE](#). To keep the Bloom & Grow Week and Juneteenth month celebrations going, you can have dinner right there at the beautiful Alvin & Friends Restaurant at 14 Memorial Highway and then just walk across the street to Library Green’s Ruby Dee Park where Downtown will be in the third week of the City’s new Summer Sizzle Concerts featuring an Elton John cover band performance that evening.

Once again, the “Grow Note” social media contest is part of the Bloom & Grow festivities! To participate, be on the lookout on Saturday, June 10, and Thursday, June 15, for beautiful “Grow Note” Chalk Artwork with inspirational messages. These uplifting art pieces will appear somewhere in the New Rochelle Downtown area. Once you find the artwork, just snap a photo and post it on your Instagram account to be entered to win \$100 New Rochelle Downtown Restaurant or Shop gift cards. Participating in the Grow Notes contest is easy! Here are the rules:

Rules of entry for the “Bloom & Grow in New Ro Downtown Instagram Sweepstakes”**

1. Find the new “Grow Note” starting on Saturday, June 10, and/or Thursday, June 15 (weather permitting)
2. Take a photo of the “Grow Note” and post it on Instagram
3. Hashtag #IFoundItNR and tag @Newrodowntown in your caption
4. Don’t give away the location! Just keep the message going!

*Posts are only eligible to be entered from public Instagram accounts. Must be at least 18 years or older to enter and a resident of the United States to enter. One winner will be selected randomly and contacted via Instagram messenger within a week of each chalk art debut.



About New Rochelle Downtown BID:

New Rochelle’s Downtown District is represented by the New Rochelle Downtown Business Improvement District (NRBID). Since 2000 the NRBID has facilitated more than \$150M 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, safe streets along with wonderful activities and events.

For more information, visit <https://newrochelledowntown.com/>
And @newrodowntown on Instagram and Facebook

Media Contact:

Juliana Fondacaro
Account Manager
Buzz Creators, Inc.
(914)471-3999
juliana@buzz-creators.com

Additional Contact:

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

Bloom & Grow

in
New Rochelle
Downtown



@newrodowntown
newrochelledowntown.com

PLANT & FLORAL ESSENCE
COCKTAILS, MOCK-TAILS & MEALS
Fri June 9 to Fri June 16

At Our Downtown Restaurants

PLANT SWAP & SIP
Sat June 10 3-5pm

At Alvin & Friends Restaurant
14 Memorial Highway

Hosted by
National Plant Influencers
Kamili Bell Hill of PlantBlerd
Niyya of The Bloom Journey
Restauranteurs

Gwen & Alvin Clayton
A Juneteenth Event
Free. Register on Eventbrite
bit.ly/41JJRGr

GROW NOTES
SIDEWALK ART CONTEST
Sat June 10 & Thurs June 15

Find Them! Win Prizes!