



“A Tradition Reborn”

CENTRAL AVENUE

SPECIAL IMPROVEMENT DISTRICT MANAGEMENT CORPORATION

366 Central Avenue, Suite 201 Jersey City, NJ 07307

Ph: (201) 656-1366 Fx: (201) 656-4037

www.CentralAveSID.org

March 11th, 2011

Contact:

William Clarke, Director

Ph: 201.656.1366

wc@jcheights.com

FOR IMMEDIATE RELEASE

“Queen of Freestyle” Judy Torres returns to Everything Jersey City Festival

Jersey City, NJ – The Central Avenue S.I.D. Board of Trustees is pleased to announce that **“Queen of Freestyle”** and **KTU “The Beat of New York” Radio on-air personality Judy Torres** will perform at the **Everything Jersey City Festival** on **Saturday, May 21st, 2011** on **Central Avenue** in the **Heights neighborhood of Jersey City**.

The Everything Jersey City Festival is a daylong, family-friendly street festival dedicated to celebrating all that the City of **Jersey City** and **Central Avenue** have to offer to residents, visitors and shoppers of all ages. The event attracted an estimated **23,000 people** last year and highlights the Avenue as an accessible, “Main Street” urban business district and amenity rich neighborhood.

Ms. Torres, herself a **Jersey City Heights** resident, had this to say about her return to the Festival: “I am so proud to perform for a second time at the Everything Jersey City Festival, to sing for my wonderful neighbors, and give back to a community that supports its people. I live in the Jersey City Heights because I love the richness and diversity, the ease of getting everything I need in one neighborhood and the really cool little restaurants I've found. If you've never been to the **Everything Jersey City Festival**, don't miss out. I can't wait!”

Jersey City Ward D Councilman and Heights resident Bill Gaughan adds, “It is great to hear that Judy Torres is performing again at this year’s Everything Jersey City Festival. She did an outstanding job two years ago and it’s always fantastic to have our own residents participate in local events.”

Given her previous show-stopping performance and after much popular demand, **President of the CASID Board of Trustees Michael Yun** notes, “We just had to bring Judy back.”

The Everything Jersey City Festival was created as a way to thank the residents of Jersey City and the Heights neighborhood for their regular patronage and continuous support of the Central Avenue business community. An annual event unlike any other in Jersey City, the Festival features ten blocks of family fun, four stages of free music and entertainment, many of the area’s premier artists and artisans, along with delectable festival food and numerous local small businesses and community organizations.

For more information about the Everything Jersey City Festival please contact CASID at **(201) 656-1366** or visit our website at **JCHights.com**.

#