



**\*MEDIA ADVISORY\***

**Lincoln Square BID, NYC Department of Parks and Recreation and Other City Officials  
Welcome Lowe's to the Upper West Side and Kick-Off Community Project with  
100 Lowe's Volunteers Refurbishing Broadway Benches**

*Tuesday, September 8<sup>th</sup> from 9:30 a.m. - 1:30 p.m.*

*Photo and Interview Ops from 9:30 a.m. – 10:30 a.m. - Richard Tucker Park at Broadway and 66<sup>th</sup> Street*

New York, NY—September 4, 2015 – Monica Blum, President of [The Lincoln Square Business Improvement District](#) (BID), will join representatives from [Lowe's Home Improvement](#), the NYC Department of Parks and Recreation and other city officials to welcome Lowe's to the Upper West Side and kick-off their generous, exciting community project. Nearly 100 "Lowe's Heroes", employee volunteers, will provide hands-on support to help recondition 34 benches along Broadway from West 60th to West 70th streets on September 8<sup>th</sup> from 9:30 a.m. to 1:30 p.m. Lowe's will also provide all the materials for the job and a \$2,500 grant to the Lincoln Square BID. Lowe's officially opened its first Manhattan store for business in the Upper West Side on August 17.

**WHO:**

Nearly 100 "Lowe's Heroes" (employee volunteers)  
Monica Blum, President of The Lincoln Square Business Improvement District  
William Castro, Manhattan Borough Commissioner for NYC Department of Parks and Recreation (invited)  
Gale Brewer, Manhattan Borough President (invited)  
Helen Rosenthal, NYC Council Member (invited)  
Ronald Hickey, Store Manager of Lowe's Home Improvement in NYC

**WHEN:**

Tuesday, September 8<sup>th</sup> from 9:30 a.m. to 1:30 p.m.

\*\*\*Community leaders, city officials and "Lowe's Heroes" are available for interviews and photo opportunities from 9:30 a.m. – 10:30 a.m.

**WHERE:**

Photo and interview opportunities at Richard Tucker Park: Broadway and 66<sup>th</sup> Street

**MEDIA RSVP:**

Press wishing to attend should contact Justine DiGiglio at (212) 205-6632 / (631) 807-1088 or email [Justine@nicholaslence.com](mailto:Justine@nicholaslence.com).

**About the Lincoln Square BID:**

*The Lincoln Square BID is a not-for-profit tax-exempt organization whose mission is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects. Efforts are focused on supplemental sanitation and security services; the beautification of public spaces, malls, and parks; and the promotion and marketing of the area's diverse business and cultural offerings. The Lincoln Square BID acts as a catalyst working with business, community and city partners to promote positive change in Lincoln Square. The BID's programs and initiatives, including Winter's Eve at Lincoln Square – New York's largest holiday festival, are designed to foster tourism, and to showcase the rich and varied resources of this vibrant Upper West Side neighborhood. For more information, please call (212)581-3774 or visit [www.lincolnsquarebid.org](http://www.lincolnsquarebid.org).*