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FOR IMMEDIATE RELEASE

September 16, 2014



**THE LINCOLN SQUARE BUSINESS IMPROVEMENT DISTRICT
TO CELEBRATE THE 15TH ANNIVERSARY OF
WINTER'S EVE AT LINCOLN SQUARE -
THE LARGEST HOLIDAY FESTIVAL IN NEW YORK CITY**

The Annual Fete Featuring FREE Live Entertainment, Food Tastings from Top Local Kitchens, Family Fun, Children's Activities, and the Upper West Side's Only Tree Lighting Ceremony will take place on

Monday, December 1, 2014, at 5:30PM

Famed Folk Icon Arlo Guthrie Returns to Headline Main Stage



Lincoln Square BID's Winter's Eve 2013

New York, NY—The [Lincoln Square Business Improvement District](#) (BID) is proud to announce that the 15th Annual Winter's Eve at Lincoln Square, New York's largest outdoor holiday festival, is set for Monday, December 1st from 5:30PM – 9:00PM! This year's highly-anticipated, milestone event is expected to attract more than 20,000 people to the Lincoln Square area to kick-off the holiday season and light up the Upper West Side.

There will be over 20 live performance areas, more than 30 restaurants offering tastings, and many fabulous performers, including the welcomed return of folk legend **Arlo Guthrie** who will lead the line-up and entertain the crowds on the Winter's Eve Main Stage at Dante Park.

Other performances include: Greenwich Village based, world renowned **Café Wha? House Band at the Winter's Eve TD Bank Dance Party on 61st Street**; award-winning, catchy kiddie songwriter and performer **Suzi Shelton at Kids' Central at the American Bible Society**; brass and percussion ensemble **Hungry March Band** returning for their 10th year at Winter's Eve; **Spuyten Duyvil** American Roots band performing a blend of Blues, Bluegrass, and Folk Rock; **Raya Brass Band**, the Brooklyn-based band inspired by their love for the fierce and seductive music of the Balkans and a

host of other international sounds; and the vibrant and authentic **Chinese Lion Dancers from the Chinese American Arts Alliance**, just to name a few.

The NYC Parks Department will run a free trolley up and down Broadway during the event (Columbus Circle to 68th Street). Winter's Eve will take place rain, snow or shine. For details visit: www.winterseve.nyc.

“This year we mark fifteen glorious and magical years as the Upper West Side’s premier winter celebration, showcasing the best of Lincoln Square’s cultural, culinary, entertainment, and shopping offerings,” said **Lincoln Square BID President, Monica Blum**. “Whether you live here or are visiting; whether you are a foodie, a student, a retiree, an artist or a fan; we look forward to having you celebrate with us, and lighting up the December night with holiday cheer, joy and excitement.”

The festivities will kick-off with a special performance by Arlo Guthrie and others in Dante Park (Broadway and 63rd Street) at 5:30PM with a traditional lighting of the Upper West Side’s holiday tree. Immediately following, Broadway from Time Warner Center at Columbus Circle to 68th Street will transform into a winter wonderland featuring free musical entertainment, **outdoor food tastings along the sidewalks from area restaurants**, marching bands, ice sculpting, and fun activities for people of all ages.

ENTERTAINMENT - Major entertainment venues include: the Winter’s Eve Main Stage at Dante Park with **Arlo Guthrie** and others, the TD Bank Dance Party on 61st Street, Time Warner Center, Lincoln Center’s David Rubenstein Atrium, Kids’ Central at the American Bible Society, Richard Tucker Park, and The Empire Hotel. In addition, dozens of local stores and neighborhood institutions will host activities and holiday cheer throughout the evening.

FOR FOODIES – More than 30 of Lincoln Square’s finest and most popular restaurants are expected to join in an outdoor neighborhood food tasting festival from 6:00PM to 8:30PM offering a delectable sampling of signature dishes for under \$5. The tastings will be held under tents at Time Warner Center at Columbus Circle, along Broadway between 62nd and 64th Streets and at Richard Tucker Park between 65th and 66th Streets. The Winter’s Eve walk-around tasting will feature fare from the likes of Boulud Sud, Rosa Mexicano, The Smith, Asiate, Bar Masa, Landmarc, Bouchon Bakery, Café Fiorello, Gabriel’s Bar & Restaurant, Magnolia Bakery, PJ Clarke’s, Sapphire Indian Cuisine, Porter House New York, and many other great Upper West Side eateries.

SPONSORS -- Winter’s Eve official sponsors include presenting sponsor Time Warner as well as Related Companies and The Shops at Columbus Circle, Glenwood Management, Extell Development, Ogden CAP Properties, TD Bank, Con Edison, American Bible Society, Millennium Partners, Fordham University, Trump International Hotel & Tower, Mandarin Oriental, New York, Century 21 Department Stores, New York Institute of Technology, Bonafide Estates RosaMexicano, The Smith Restaurant & Bar, The Empire Hotel, The Dinex Group, Gracious Home, and Titan. Media sponsors include WABC-TV, WNET, WBGO, and IN New York and Where Magazines. And, thanks to Council Member Helen Rosenthal and the New York City Council Winter’s Eve will include multi-cultural programming.

Admission to Winter’s Eve is free. Event attendees are encouraged to bring and donate gently used or new coats of all sizes to Dante Park at 63rd Street and Broadway as part of the 26th Annual New York Cares Coat Drive.

For more information about the Lincoln Square BID’s Winter’s Eve, please visit: www.WintersEve.nyc or call 212.581.3774.

Winter's Eve at Lincoln Square is hosted and produced by the Lincoln Square Business Improvement District (BID), a not-for-profit tax-exempt organization that was formed in 1996 by property owners, businesses and others with a stake in this Upper West Side community. The mission of the Lincoln Square Business Improvement District is to make Lincoln Square cleaner, safer, and more beautiful, and to undertake various improvement projects by focusing efforts 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. Members of the Lincoln Square BID include property owners, businesses, hotels, restaurants, leading retail establishments, both large and small, cultural institutions, public officials, and residents. For more information please visit www.lincolnsquarebid.org

LISTING INFORMATION

Event: 15th Annual Winter’s Eve at Lincoln Square

Date/Time: Monday, December 1, 2014 from 5:30pm to 9:00pm

Location: Broadway from Time Warner Center at Columbus Circle to 68th Street

Description: The Lincoln Square Business Improvement District hosts its 15th Annual “Winter’s Eve at Lincoln Square,” a huge, outdoor neighborhood festival featuring free live entertainment, outdoor food tastings from over 30 area restaurants, family fun, children’s activities, and shopping throughout the Lincoln Square area. Celebration begins (rain, snow or shine) at 5:30pm with the Upper West Side’s Tree Lighting ceremony at Broadway and 63rd Street. Food Tastings officially begin at 6:00PM.

Bus: M5, M7, M11, M66, M72, M104

Subway: 1 to 66th/Lincoln Center or A C B D 1 to 59th/Columbus Circle

Website: www.WintersEve.nyc

Phone: 212.581.3774