



****MEDIA ADVISORY AND B-ROLL/PHOTO OPPORTUNITY****

Lincoln Square's Holiday Tree Returns featuring Ornaments from the Local Community along with Tumbling Brights Lighting the Way for a Neighborhood Comeback and Month-long Series of Special Pop-Up Performances on Wednesdays

*****Tree Lighting Monday, December 6th at 5:00 PM at Dante Park
(Broadway and 64th Street) Across from Lincoln Center*****

What: [The Lincoln Square Business Improvement District \(BID\)](#) will celebrate the neighborhood's comeback with the exciting return of the **Lincoln Square Holiday Tree** to Dante Park. With no tree lighting last year due to the pandemic, the tree symbolizes the resiliency of the neighborhood with new restaurants and businesses opening in recent months and the return of performances at Lincoln Center. This year's holiday tree, a 30' Concolor Fir, which recently arrived from upstate New York, also features star-shaped ornaments that were designed by community members in partnership with *Color Me Mine, Upper West Side* - a local small business and pottery studio.

In addition, this year's holiday lighting program marks the return and expansion of the choreographed lighting installation **Tumbling Brights**, a procession of 15 lighted spirit figures illuminating the Broadway Malls from Columbus Circle up to 70th Street, each positioned at different angles in a coordinated acrobatic display.

The Lincoln Square BID will also announce a series of pop-up performances that will take place throughout the month of December, featuring local singers, dancers, carolers and more that represent the cultural fabric of the neighborhood, with Frank London & the Klezmer Brass Allstars kicking the festivities off following the tree lighting. **Lincoln Square BID officials and community members will be available for interviews.**

Who: Monica Blum, President - Lincoln Square Business Improvement District
Gale Brewer, Manhattan Borough President (TBC)
William Castro, Manhattan Borough Commissioner, NYC Parks & Recreation
Claudia Martinez Azzara, Owner – Color Me Mine, Upper West Side (TBC)

Local community performers including Princess Snowflake & Frank London & the Klezmer Brass Allstars

Where: Dante Park (Broadway and 64th Street)

When: Monday, December 6, 2021, 5:00 PM SHARP – **MEDIA CALL at 4:45 PM;**

Additional Details/

RSVP: To RSVP and request an interview, please contact Josh Knoller, Josh@nicholaslence.com, (201) 294-9586.

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