



***Viva La Primavera* Announced for Roosevelt Avenue, Queens**

Full Month of Entertainment, Education & Service at Manuel de Dios Unanue Triangle on Roosevelt Avenue

(Elmhurst, NY, April 28, 2014) - The new Jackson Heights-Corona Business Improvement District, the 82nd Street Partnership, the NYC Department of Parks and Recreation, Partnership for Parks, Neighborhood Plaza Partnership, Council Member Julissa Ferreras, along with lead program sponsor, Affinity Health Plan, are excited to announce ***Viva La Primavera*** at the ***Manuel de Dios Unanue Triangle*** at 83rd Street and Roosevelt Avenue.

“This is an exciting new event for the community. Our team has partnered with some great local businesses to produce a fun springtime series that celebrates our diverse neighborhood,” said **Ernesto Cury**, Chairperson of the Jackson Heights – Corona Business Improvement District Steering Committee. “We want to thank all our partners in this event—particularly our lead sponsor, Affinity Health Plan.”

“Affinity Health Plan is pleased to sponsor this event series on Roosevelt Avenue,” said **Salman Zafar**, Community Relations Associate for the company. “As a business that was founded over 25 years ago, Affinity Health Plan is committed to improving the health of the communities and neighborhoods we work in. We wish to thank the 82nd Street Partnership and the Jackson Heights – Corona Business Improvement District for their leadership in organizing ***Viva La Primavera!***”

“We are thrilled to be a part of ***Viva La Primavera!***” said **Luz Aguirre**, Program Director for Mano a Mano – Mexican Culture Without Borders. “As an organization dedicated to celebrating Mexican culture and promoting the understanding of Mexican traditions through arts and culture, ***Viva La Primavera*** is an ideal venue for us to showcase our work and engage community members.”

“My father and I have owned a bookstore near Manuel de Dios Unanue Triangle for years,” said **Ruben Dario Ramirez**, owner of Libreria El Dorado. “We’ve always envisioned the triangle to be a more active space with cultural events, which is why we are so eager to participate in ***Viva La Primavera*** this May.”

“***Viva La Primavera*** is the perfect way to celebrate springtime on Roosevelt Avenue,” said **Hon. Julissa Ferreras**, Councilmember for the 21st District. “I encourage everyone to come out and enjoy the music, dance, book readings, fitness and education workshops at Manuel de Dios Unanue Triangle this May. I wish to thank the 82nd Street Partnership for organizing this terrific community event.”

Viva La Primavera is a month of community entertainment, classes and service designed for families and people of all ages.

Programming will include:

Thursday, May 1st 4pm-6pm

Gusanito Verde -- Kids in Motion Workshop/Narrative Tales Time
Urzuva Queens Center of Performing Arts Presentation -- Multi Dance Show

Friday, May 2nd 12pm-3pm

Jay Rodriguez – A Musical Trip Through Jackson Heights

Saturday, May 3rd 12pm-3pm

Park Beautification Day

Thursday, May 8th 4pm-6pm

Libreria el Dorado -- Book Reading
Centro Cultural Barco de Papel -- La Hora del Cuento

Friday, May 9th 12pm-3pm

Acsmed Balanta -- Latin Pop Singer

Thursday, May 15th 4pm-6pm

Jerry's Tae-kwon-do -- Demonstration & Open Class
Urzuva Queens Center of Performing Arts -- Zumba Class

Friday, May 16th 12pm-3pm

Jay Rodriguez – Cumbia Ensemble

Thursday, May 22nd 4pm-6pm

Mano a Mano: Mexican Culture without Borders --Paper Flower Making Workshop

Friday, May 23rd 12pm-3pm

Ana Cifuentes -- Acoustic Soloist

Thursday, May 29th 4pm-6pm

Urzuva Queens Center of Performing Arts -- Zumba Class
Urzuva Queens Center of Performing Arts Presentation - Samba Trip to the World Cup

Friday, May 30th 12pm-3pm

Mariachi Flor de Toloache

[About The Jackson Height-Corona Business Improvement District:](http://jhcoronabid.org/) *The proposed Jackson Heights – Corona Business Improvement District will strengthen our diverse business community. With the support of the district's property owners, business owners, entrepreneurs, elected officials, community boards, community-based organizations, as well as residents, the proposed Jackson Heights – Corona Business Improvement District will create a cleaner, safer, and more pleasant place for everyone to enjoy. <http://jhcoronabid.org/>*

Contact:

Seth Taylor, Executive Director
82nd Street Partnership
(718) 335-9421
Seth@82ndStreet.org