

## FOR IMMEDIATE RELEASE

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### **The 'Liveliest Fall Festival,' The 49th Annual Atlantic Antic™** **Returns on Sunday, September 29, 2024**

**Brooklyn, New York- September 5, 2024** - Celebrating its 49th year, the Annual Atlantic Antic™ Festival presented by Atlantic Avenue Local Development Corporation (AALDC) will be held on Sunday, September 29, 2024, from 12-6 pm, rain or shine. The 1.5-mile festival stretches through the heart of Brooklyn, spanning the neighborhoods of Boerum Hill, Cobble Hill, Brooklyn Heights, and Downtown Brooklyn.

With over 50 local Atlantic Avenue merchants and 300 vendors, the 49th Annual Atlantic Antic™ has much to offer festival goers including delicious food from around the world, fashion, crafts, and jewelry. Attendees can bring family and friends for a day of community, tradition, free entertainment, and food.

Here's what to look forward to at this year's Atlantic Antic™:

- For the second year in a row, **Prospect Schools** will present the popular parenting websites **Mommy Poppins & Brooklyn Bridge Parents Playtopia** between Hicks and Henry Streets near the NYU Langone Health – Cobble Hill Emergency Facility. It will be filled with free family-fun entertainment including sports, games, crafts, bubbles, balloons, and more for kids ages 0 to 12.
- **Alloy LLC** returns to sponsor the **Bindlestiff Family Cirkus!** Come and see jugglers, acrobats, magic tricks, and clowns.
- Don't forget to check out the Kids Zone on Boerum Place between Atlantic Avenue and State Street. There will be bouncy houses, face painting and the **Silly Jazz Band**. Nearby on Atlantic Avenue, look for more kid-centric fun from local schools!
- The **Community Stage** located between Third and Fourth Avenues will present an array of diverse entertainment including R&B local musicians, children's dance performances, drummers, and rock bands. Nearby, shoot some hoops on the Brooklyn Nets basketball court.
- On the **Middle Eastern Stage** at the corner of Clinton Street, see the beloved and long-standing tradition of Middle Eastern musicians and our belly dancers.
- **Kids Rock for Kids**, the incredible, rising teen bands from around the country will rock out throughout the afternoon at the corner of Nevins Street!

We want to thank our major sponsors:

- **NYU Langone Health** - Attendees can learn more about the state-of-the-art Joseph S. and Diane H. Steinberg Ambulatory Care Center at 70 Atlantic Avenue.
- **Weill Cornell Medicine** - Come and learn about the services and get awesome giveaway bags.
- **TF Cornerstone** - Say cheese! Snap pictures in front of the flower wall throughout the day.
- **MetroPlus Health** - Chat with the team and get fun swag bags between Smith and Hoyt Streets.
- **Maimonides** - Plenty of prizes up for grabs at their booth.
- **Crunch** - Be a part of fun fitness demonstrations at the corner of 3rd Avenue.

The Twelfth Annual Atlantic Avenue Ambassador Award will be presented to the Arab-American Family Support Center in recognition of their diligent work throughout the neighborhood and surrounding communities on the Atlantic Antic™ Community Stage near 3rd Avenue. The Arab-American Family Support Center (AAFSC) is a non-profit, non-sectarian organization established in 1994 to provide culturally and linguistically competent, trauma-informed, multigenerational social services to immigrants and refugees. We strengthen families through 4 key priority areas and our work extends to communities globally.

The 49th Annual Atlantic Antic™ sponsors include NYU Langone Health, Weill Cornell Medicine, Alloy LLC, MetroPlus Health, TF Cornerstone, Raising Cane's Chicken Fingers, Crunch, The Dermatology Specialists, Lenox Hill Radiology, Brooklyn SolarWorks, NYC Ferry, and Dodge YMCA.

This year's Media Partners include Schneps Media, Caribbean Life, Brooklyn Paper, AM New York Metro, MommyPoppins, Brooklyn Bridge Parents, Brownstoner, New York Family, Brooklyn Eagle, NY Daily News, Macaroni KID Brooklyn, and El Diario.

#### GETTING HERE:

**By Subway:** Nearby Stations are Hoyt Street 2 or 3, Hoyt Schermerhorn A, C, G walk south on Hoyt Street to Atlantic Avenue; 2,3,D,N,R,Q to Atlantic Avenue-Barclays Center, walk west to Atlantic Avenue

**By Bus:** B63 and B61, also nearby B41 and B99

**By Bike:** There are 8 nearby Citi Bike stations

**By Car:** Parking is available at 200, 255, and 301 Atlantic Avenue and 333 Schermerhorn Street and other lots nearby. Street parking rules apply.

**By Long Island Railroad:** Atlantic Terminal stop, walk west to Atlantic Avenue

**By Ferry:** Take the South Brooklyn route to Brooklyn Bridge/ Park Pier 6 Atlantic Avenue

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Note to Editors: For more information and/or hi-res images, please contact [pr@atlanticave.org](mailto:pr@atlanticave.org).

Atlantic Avenue Local Development Corporation, <https://atlanticave.org/>

The Atlantic Avenue Local Development Corporation (AALDC) is a Section 501(c) (3) nonprofit organization whose mission is to further economic development, historic preservation, and cultural enrichment in the greater Atlantic Avenue area. The AALDC provides information, advocacy, produces events and projects that promote economic growth and vitality, for the preservation and development in downtown Brooklyn and neighboring communities.