

FOR IMMEDIATE RELEASE

RE: UPPER UNION STREET ANNOUNCES 2011 STRAWBERRY FEST & ART SHOW – COMMUNITY GROUPS INVITED TO PARTICIPATE; “TOYS FOR BIG BOYS” ADDED IN HONOR OF FATHER’S DAY

SCHENECTADY, NY (May 9, 2011) --- The Upper Union Street, Schenectady, BID has announced plans for the annual Upper Union Street BID Strawberry Fest & Art Show scheduled for Saturday, June 18, 2010, 10 AM – 3 PM. The popular street fest features music, food, art, and quality activities for the entire family along a stretch of Union Street from Lakewood Avenue to the Niskayuna boundary at Palmer Avenue.

The event will feature fresh picked strawberries at both the Upper Union Street Farmers’ Market in the Woodland Ave. Parking Lot and at the Gourmet Marketplace at the Trustco branch at the Dean Street corner. Scores of Upper Union Street restaurants and retail stores will celebrate the Strawberry season “a dozen different ways” inside and out. Upper Union Street’s wonderful assortment of restaurants encompasses favorite cuisines including Italian, Jewish style deli, southern style smoke house, Japanese, Chinese, California style Tex Mex, Irish Pub, and more! There will even be treats for canine friends. Retail stores will feature porch sales, sidewalk sales, exhibits, and in-store promotions.

New this year, in honor of Father’s Day weekend, will be displays of “Toys for Big Boy” including cars, boats, and motorcycles! One store will even have a guest vendor selling “man-tiques” (vintage industrial pieces re-conformed to appeal especially to men). Space is still available for local artists and gourmet food vendors interested in offering tasting samples and selling packaged foods for off-premise consumption. Community based "not for profit" groups are encouraged to register with informational booths. Most informational booths will feature give-aways and activities for children.

Everyone who attends the Upper Union Street Strawberry Fest & Art Show will have an opportunity register to win a basket with over \$500 worth of gift certificates. Multiple forms will be available at all participating Upper Union Street businesses.

For further information or to register as an artist, gourmet vendor or community group, contact: Nell Burrows nburrows@nycap.rr.com www.upperunionbid.org. (518) 370-0662

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