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East Village Merchants Launch “East Village Loves” Campaign To Support Local Businesses

“East Village Loves” will highlight the East Village merchants affected by the tragic Second Avenue blast and emphasize that they are now fully open for business.

May 29, 2015, --NEW YORK CITY Independent entrepreneurs in the East Village have announced the launch of “East Village Loves,” a campaign created to highlight local businesses in the East Village. Utilizing the #eastvillageloves hashtag, the campaign will call for New Yorkers to shop in the East Village and support the establishments most affected by the blast.

On March 26th, a devastating explosion and fire leveled three historic buildings at the corner of Second Avenue and East 7th Street tragically claiming two lives, destroying dozens of homes, and displacing several businesses both temporarily and permanently. Over thirty-eight establishments lost business due to barricades, blocked traffic, emergency operations, and a broader avoidance of the site by visitors.

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In the wake of these events, neighborhood business leaders, local elected officials and the East Village Independent Merchants Association (EVIMA) have rallied to celebrate that the East Village is here and open for business. Nearly all businesses affected by the blast have re-opened on Second Avenue and East Sixth Street, East Seventh Street, and St. Marks Place, and regular vehicular and foot traffic has resumed. “Now is the perfect time to visit the East Village, to support the places that have been difficult to access and to find new favorites among a widely diverse retail and food landscape”, said East Village Community Coalition Executive Director Sara Romanoski.

Through “East Village Loves”, merchants, residents, and visitors can share their favorite East Village spots and the types of industries that they love most. The campaign is a celebration of the rich, diverse, and historic neighborhood in Lower Manhattan, characterized by a concentration of mom-and-pop establishments that are becoming less common throughout the city.

The campaign will have a presence at major public events associated with Lower East Side History Month in May, including the 39th Annual Ukrainian Festival from May 15th through 17th. EVIMA and the EVCC encourage the general public to download their branding kit here [link] and share their own unique East Village experiences through social media.

About “East Village Loves”: The campaign’s chosen slogan commemorates the vintage shop *Love Saves the Day*, made famous by the 1980s film *Desperately Seeking Susan*. The inimitable shop closed its reign at the ill-fated corner of Second Avenue and East 7th Street in 2009. Partners supporting the efforts of EVIMA and “East Village Loves” include Councilwoman Rosie Mendez, Community Board 3, the Village Alliance, and the Lower East Side Business Improvement District. **Donations to a general relief fund for local businesses are being collected online by the Lower East Side Business Improvement District at www.eastvillagerelief.com. Learn more at www.eastvillageloves.com.**

About EVIMA: The East Village Independent Merchants Association works to connect, support and promote independent business in the East Village. EVIMA strives to provide opportunities to highlight the East Village’s unique shops and products, its hardworking and entrepreneurial merchants, and its rich and free-spirited qualities as a neighborhood. The East Village Community Coalition has supported the formation of a local merchants association since 2013, with the financial support of NYC Small Business Services and the Manhattan Chamber of Commerce. www.evimanyc.org www.evccnyc.org

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