

****MEDIA ADVISORY****

THE URBAN LAWN PARTY

The Chamber of Commerce Re-Invents & Sets a New Standard for NYC Street Festivals

Celebrating Hudson Square with a day of free community activities, giveaways, and samples!

July 2, 2013 - New York, New York – On July 20th, 2013, for one day only, Charlton Street will transform into the Urban Lawn, organized by the Greenwich Village Chelsea Chamber of Commerce (GVCCC) Women in Business Committee. Attendees of all ages are invited to come picnic, lounge, and play at the Urban Lawn Party, while enjoying free activities and giveaways from 11AM to 5PM.

There will be free yoga classes at noon and again at 2PM, as well as express manicures all day hosted by Exhale Spa. With Love Ivan, a mobile doggie boutique, will be inviting your dogs to take a splash in the doggie pool while eating free treats next to the Mayor's Alliance for NYC Animals Pet Adoption station. The NY Kids Club will host a free arts & crafts station for kids (and creative adults!) entitled "Grow Your Own Summer Garden," and local restaurants will be providing free samples all day.

The event is sponsored by TD Bank, who will host a Summer Reading Area and Book Drive, and Trump SOHO, which will be hosting a Bounce House for kids. NYU is sponsoring 2,000 square feet of real grass for visitors to relax and enjoy.

These are just a handful of the over 50 booths at the Urban Lawn Party, each providing a unique experience and/or service. "We are very excited to host the Urban Lawn Party with TD Bank." Said Tom Gray, Executive Director of the GVCCC. "The event will highlight the neighborhood and local small businesses in a fun family friendly way. So, pack your sunscreen and meet me on the lawn!"

All activities are listed on the event website at www.urbanlawnparty.com. The Urban Lawn Party will take place on Charlton Street between Varick and 6th Avenue, from 11AM to 5PM on July 20th, 2013.

Partners Include:

TD BANK, Trump SOHO, NYU, VillageCare, Exhale Spa, The Mayors Alliance for New York City's Animals, Citymeals, New York Foundling, Gilda's Club NYC, NY Kids Club, Closet Dash, Angel Feet Reflexology, Da Vinci Art Supplies, Green Mountain, Women's Center Stage, Decco by Party Up Productions, Harmless Harvest, With Love Ivan, TheatreworksUSA, Arrojo Studio, iMentor, GrowNYC, Project Hope (FECS), Dr. Vivian, Sweet Generation, New York City Fire Museum, and more!

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