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FOR IMMEDIATE RELEASE

August 10, 2007

**East Harlem Arts Festival  
Saturday, August 18, 2007  
Noon to 5 p.m.**

**106th Street / Julia de Burgos Blvd. between Third and Park Avenues**

New York, NY– Community Board 11 and State Senator José M. Serrano will host the fourth annual East Harlem Arts Festival on Saturday, August 18.

The festival brings together more than 100 local artists to sell and promote their work in the cultural crossroads of East Harlem, on 106<sup>th</sup> Street between Third and Park Avenues.

Free music, dance and theatrical performances will take place on the Third Avenue stage. This year's headliners include Zon Del Barrio, The Jazz Museum in Harlem All-Star Quartet, and the Mexican music and dance troupe Semilla.

The arts festival has always enjoyed a diversity of cultures and artistic outlets. This year, local designer Nicole Romano will present a special fashion show on the Third Avenue stage. Romano's work has appeared in "Sex in the City" and a variety of fashion magazines. Celebrities, including Alicia Keys and Eva Mendes, have worn her creations.

Among other great offerings, The Nuyorican Universal Theatre Society (NUTS) will perform excerpts from the show, "Our Times," a fabulous mix of Nuyorican poetry and Afro-Cuban percussion beats.

"East Harlem offers such a rich culture and history. It will be a pleasure to see it on display during this fabulous festival," said Senator Serrano, who is Ranking Member of the Senate Tourism, Recreation and Sports Development Committee.

He added, "Throughout my career, I have always promoted the arts as a way to empower working class communities, raise social awareness and educate our children."

"The arts festival is more than great entertainment. It is expression of the strong ties that bind together East Harlem," said Robert Rodriguez, the Chairperson of Community Board 11.

“East Harlem has a long and strong legacy in the arts. This is a fantastic opportunity for East Harlem to showcase the talent that exists within its boundaries. Events such as this, allow us to foster and strengthen the arts in our community and we are proud to bring this to fruition.”

Senator Serrano and Chairperson Rodriguez emphasized that the arts festival would not be possible without community partners. This year’s official sponsors are the Upper Manhattan Empowerment Zone, the Boro Medical Center and Mt. Sinai Hospital.

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