



PRESS RELEASE

PRESIDENT OF THE BOROUGH OF BROOKLYN

MARTY MARKOWITZ

BROOKLYN BOROUGH HALL 209 JORALEMON STREET BROOKLYN, NEW YORK 11201 PHONE 718.802.3832 FAX 718.802.3778

November 14, 2008

BP MARKOWITZ TO LAUNCH “SHOP BROOKLYN” INITIATIVE AND INVITE HOLIDAY SHOPPERS TO ENJOY SPECIAL “BROOKLYN BONUS” WEEKENDS!

*“Black Friday” is now “Brooklyn Friday”!
Holiday shoppers enjoy “Brooklyn Bonus Weekends” all season long!*

**NOON
WEDNESDAY, NOVEMBER 19
FULTON MALL
(EXACT LOCATION TO BE DETERMINED)
DOWNTOWN BROOKLYN**

On **Wednesday, November 19**, Brooklyn Borough President Marty Markowitz, along with the Brooklyn Chamber of Commerce, Brooklyn Economic Development Corporation, local Business Improvement Districts (BIDs), elected officials and others will officially launch the “Shop Brooklyn” initiative.

“Shop Brooklyn” is an awareness campaign highlighting the uniqueness of Brooklyn’s neighborhoods and thriving shopping corridors, re-introducing Brooklyn to Brooklynites, and inviting tourists and visitors to experience this cultural and shopping destination—not just during the holidays, but year-round.

In addition to the holiday discounts being offered borough-wide, as part of the “Shop Brooklyn” campaign, many Brooklyn retailers, restaurants, bars, and other service providers will offer special “Brooklyn Bonuses” on November 28 (“Black Friday”—now renamed “Brooklyn Friday”) and each weekend from November 23 through December 21.

The program will feature a website aggregating information from all participating BIDs, merchant organizations, and local development corporations.

Participating retailers will display a “Shop Brooklyn” logo in shop windows.

-30-

CONTACT: Mark Zustovich 718-802-3830; mzustovich@brooklynbp.nyc.gov