

**FOR IMMEDIATE RELEASE**

Contact: [pearlriverday@pearlriverny.org](mailto:pearlriverday@pearlriverny.org)



**PEARL RIVER CHAMBER OF COMMERCE  
HOSTS 4th ANNUAL PEARL RIVER DAY**

**PEARL RIVER, NEW YORK (October 2, 2010)** On October 2<sup>nd</sup> from 10am to 5pm, The Pearl River Chamber of Commerce will hold the fourth annual **Pearl River Day** festival along Central Avenue. The Rain Date will be Sunday October 3<sup>rd</sup>. “During the event you will find scores of shopping from our downtown merchants and some wonderful outside vendors...unique items, special sales, and more.” says Patrick Holt of *Holt Entertainment*. The day will be filled with numerous events and activities including food offered by several downtown restaurants, pumpkin painting, sand art, bouncy attractions, a DJ as well as live music, activities for the kids, a 50/50 raffle, performances by the local dance studios, karate demonstrations and a beer garden. We are excited to continue our past successes while adding a **Pearl River Idol** competition this year. The Pearl River Idol competition will involve 10 singers drawn from Orangetown and Nanuet in preliminary competitions on the showmobile stage in the morning and a 3 person final performance just before we draw our raffle...it will be the centerpiece of our entertainment program this year. The event will benefit the Chamber of Commerce and it's *Pearl River Beautification Fund*, which supports the revitalization of the downtown business district as well as providing funds for holiday lights and decorations.

The idea for the event was born out of a desire by the chamber to reach out to the community in a way that would generate excitement and pride in the town. Efforts to revitalize the town over the last few years have culminated in attracting wonderful new storefronts and restaurants, complimenting excellent existing businesses.

All day long the closed streets will be buzzing with activity as the shopkeepers bring their stores outside, offering specials, while the band stand area on Central hosts performances including live music and performances by several dance companies. Defiant Brewery will host the party on William Street with an array of their homemade brews a full Farmer's Market. All the while emcee *PJ the DJ* will spin great music and announce our Super 50/50 Raffle winner.

**[www.pearlriverny.org](http://www.pearlriverny.org)**