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For Immediate Release:

**ALLIANCE FOR CONEY ISLAND ANNOUNCES NEW AND RETURNING CLEANING AND  
BEAUTIFICATION EFFORTS FOR CONEY ISLAND**

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**Coney Island, April 1, 2021** – The Alliance for Coney Island is excited to announce a variety of new and returning cleaning and beautification efforts coming to both the Coney Island Amusement District and Mermaid Avenue. These efforts will help keep the area cleaner and more well-maintained. The Alliance is able to undertake these initiatives as the result of funding from NYC Small Business Services and collaboration with a variety of City Agencies, elected officials and youth groups. In partnership with Council Member Treyger’s office, Wildcat began graffiti removal work throughout the Coney Island Amusement District this week.

To further enhance the streetscape and business environment the Alliance is happy to be able to undertake general landscaping and sanitation services thanks to being a recipient of the NYC Department of Small Business Services Neighborhood 360° Grant. Beginning in April, supplemental sanitation will return to both the Coney Island Amusement District and Mermaid Avenue to not only help prepare for the upcoming season but also ensure the general cleanliness of the neighborhood is improved. These services will include sidewalk sweeping, trash receptacle bag replacement, and the cleaning and weeding of tree beds. The contracted sanitation company will also include a public safety officer for Coney Island to report any conditions throughout the district, as well as assist residents and visitors with any questions or concerns. In tandem with these sanitation efforts, the Alliance will also be launching a public awareness marketing campaign throughout Coney Island to help direct the public against littering by disposing of trash into a designated receptacle.

Landscaping and horticultural services will begin at the end of April throughout the Coney Island Amusement District along Surf and Stillwell Avenues. The Alliance has contracted a company to weed, clean, and install plants throughout the tree pits and planters along these streets. It is our hope that all of these efforts will make Coney Island more inviting as the weather warms up and people look for more outdoor activities.

“We are very happy to partner with NYC Department of Small Business Services and Councilmember Treyger to provide these much needed services for Coney Island. As we reopen for the 2021 season, we want all residents and visitors to feel welcome and have the best experience possible,” said Alexandra Silversmith, Executive Director of the Alliance for Coney Island.

"As our business corridors continue to recover, I’m proud to announce beautification efforts are slated to begin in our neighborhoods. Thanks to the partnership we have with Wildcat Services and the Alliance for Coney Island, graffiti and garbage will be removed from local business corridors. This will help our small business owners attract new customers and welcome back their regulars. This is another reminder

that by working together, we truly can achieve anything. This is a win-win for both business owners and residents, both of whom rely on and value clean and attractive commercial corridors," said **Council Member Mark Treyger (Bensonhurst, Coney Island, Gravesend, Sea Gate)**.

To plan a trip to Coney Island and stay up-to-date on all Coney happenings, make sure to visit **ConeyIslandFunGuide.com** and sign up for our weekly newsletter and follow us on Facebook, Twitter, and Instagram, **@ConeyIslandFun**.

### Alliance for Coney Island

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President, and New York City Economic Development Corporation. More info at [www.AllianceforConeyIsland.org](http://www.AllianceforConeyIsland.org).



*Before and After Graffiti Removal Photos*

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