



Fulton-Nostrand

United Merchants Association

1368 Fulton Street, 5th Floor - Brooklyn, NY 11216 - 718.636.6905 - FNUMAinfo@gmail.com

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Full Members

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Birdel's Tapes and Records
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First Vision Optical
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New Cutting Edge, The
Nostrand Wines and Liquors
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New York Life Insurance Agent Timothy James

"TOAST TO BEDFORD-STUYVESANT," COMMUNITY-LED CELEBRATION OF THE RENAISSANCE IN THE BED-STUY GATEWAY BUSINESS DISTRICT, TO TAKE PLACE THURSDAY, APRIL 12, 2007

Fulton-Nostrand United Merchants Association, Bedford Stuyvesant Restoration Corporation, Carver Federal Savings Bank and Nostrand Wines and Liquors to Host Event Supporting Formation of Bed-Stuy Gateway Business Improvement District

BROOKLYN, NY (March 20, 2007) – On Thursday, April 12, 2007 from 7:00pm – 10:00pm, Fulton-Nostrand United Merchants Association, Bedford Stuyvesant Restoration Corporation, Carver Federal Savings Bank and Nostrand Wines & Liquors will join business owners, corporate executives, residents and leaders of one of the nation's most recognized African-American communities in a "Toast to Bedford Stuyvesant." "Toast to Bedford-Stuyvesant" is a wine and cocktail tasting fundraiser which will take place inside the neoclassical banking hall of Carver Federal Savings Bank at 1281 Fulton Street, in Brooklyn, NY and will benefit the Bed-Stuy Gateway Business Improvement District Formation Campaign, an initiative of the Fulton-Nostrand United Merchants Association and Bedford Stuyvesant Restoration Corporation.

"The Bed-Stuy Gateway Business District is the historic commercial heart of Bedford-Stuyvesant, one of Brooklyn's historic communities, and provides essential commercial services to an area that is home to over 100,000 residents," says Colvin Grannum, President and CEO of the Bedford Stuyvesant Restoration Corporation, owner of Restoration Plaza, a mixed-use complex located on Fulton Street in the heart of the district. "Providing a business district that is safer, more attractive, and which offers a diverse range of goods and services not only makes good economic sense for the business community, but provides numerous positive benefits to the well-being of the wider Bedford-Stuyvesant residential community."

Guests at the "Toast" will have the opportunity to sample a diverse array of products from fifteen different wineries and beverage companies, including wines from Long Island and South Africa and premium cocktail products from companies such as Bacardi and Moet Hennesy. Bedford-Stuyvesant businesses Applebee's, Super Foodtown Supermarket, Melanie's Restaurant and Tastee Pattee Jamaican Grill and Bakery will provide hors d'oeuvres for guests to eat as they sway to the sounds of Bedford-Stuyvesant's Brandon Sanders Jazz Ensemble.

"This event will bring significant positive attention to the Bed-Stuy Gateway Business District and help to raise its profile among potential entrepreneurs and customers as a desirable place to run a business and a destination for

shopping and cultural activities,” says Edmon Braithwaite, owner of Nostrand Wines & Liquors.

Tickets for the Toast are \$40 in advance of the event from the following locations in Bedford-Stuyvesant: Nostrand Wines & Liquors (551 Nostrand Avenue); Carver Federal Savings Bank (1281 Fulton Street); and Bedford Stuyvesant Restoration Corporation (1368 Fulton Street, 5th Floor). Guests may also purchase tickets in advance by visiting www.BedStuyGateway.com. Tickets on the day of the event are \$45 and availability will be limited.

Media sponsorship for the Toast to Bedford-Stuyvesant is provided by DBG Media and entertainment is sponsored by Wellcare Health Plans, Inc. Hors d’œuvres are sponsored by Applebee’s Neighborhood Grill and Bar, Super Foodtown of Bedford-Stuyvesant, Melanie’s Restaurant and Tastee Pattee Jamaican Grill and Bakery.

PRESS CONTACT:

Bernice Elizabeth Green
(917) 860-8363,
bernice.green@verizon.net

EVENT INFORMATION CONTACT:

Joel Dabu
Fulton-Nostrand United Merchants Association
(718) 636-6989
jdabu@restorationplaza.org

“Toast to Bedford Stuyvesant” Partners’ Fact Sheet

About the Fulton-Nostrand United Merchants Association

The Fulton-Nostrand United Merchants Association (FNUMA) represents the interests of the businesses community on Bedford-Stuyvesant’s Fulton Street (from Bedford Avenue to Marcus Garvey Boulevard) and Nostrand Avenue (from Halsey Street to Atlantic Avenue). FNUMA advocates for the long-term physical and economic improvement of the business district and in the short-term, addresses concerns and issues that impact the day-to-day operation of the business community. FNUMA currently has over 80 business members across its three membership categories, including the following six corporate members: Bedford Stuyvesant Restoration Corporation, Carver Federal Savings Bank, Fulton Stores Furniture, Super Foodtown Supermarket, Washington Mutual Bank and Wellcare Health Plans, Inc.

About Bedford Stuyvesant Restoration Corporation

Bedford Stuyvesant Restoration Corporation (Restoration) is the oldest community development corporation (CDC) in the United States and in 2007 is celebrating its 40th year of service to Central Brooklyn. Founded in 1967 with the efforts of United States Senators Robert F. Kennedy and Jacob Javits, Restoration’s mission is to be the catalyst for the progressive improvement of the quality of life for the people of Bedford-Stuyvesant. Restoration carries out its mission through economic, cultural, educational and social ventures that both revitalize the community and serve as pioneering models for distressed communities nationwide. Through a close partnership between its commercial revitalization program and the Fulton-Nostrand United Merchants Association, Restoration has been a significant contributor to the rebirth of Bedford-Stuyvesant’s anchor business district, Bed-Stuy Gateway. Restoration is also the owner of Restoration Plaza, a mixed-use commercial and civic complex located in the heart of the Bed-Stuy Gateway Business District. Among other uses, Restoration Plaza is home to Super Foodtown Supermarket, Duane Reade Pharmacy, Applebee’s Neighborhood Grill and Bar, Avenue, Citibank, Chase, Washington Mutual Bank, the Billie Holiday Theater and the Skylight Gallery.

About Carver Federal Savings Bank

Formed in 1949, Carver Federal Savings Bank, the largest African- and Caribbean-American run bank in the United States, operates ten full-service branches in the New York City boroughs of Brooklyn, Queens and Manhattan and has been in operation in Bedford-Stuyvesant since 1961.

About Nostrand Wines & Liquors

Nostrand Wines & Liquors, located at 551 Nostrand Avenue at Atlantic Avenue, is Central Brooklyn’s premiere wine and beverage store, with hundreds of varieties of wine in stock at the most competitive prices. Nostrand Wines & Liquors is a Full Member of the Fulton-Nostrand United Merchants Association and its owner, Edmon Braithwaite, currently serves as Vice President.

About the Bed-Stuy Gateway Business Improvement District (BID) Formation Campaign–

The Bed-Stuy Gateway BID Formation Campaign is an initiative of the Fulton-Nostrand Revitalization Project. BID's are property-owner funded mechanisms that allow a community to provide supplemental services which will enhance and improve physical and economic conditions in a business district. There are over 50 BID's throughout the five boroughs of New York City and they provide a wide range of services including supplemental sanitation, security, marketing and streetscape beautification.

The proposed Bed-Stuy Gateway BID will encompass Fulton Street from Classon Avenue to Troy Avenue and Nostrand Avenue from Halsey Street to Atlantic Avenue and will provide: supplemental security ambassadors; 7-days a week street cleaning, sanitation and graffiti removal services; business district marketing; capital improvements including new street furniture and visitor amenities; and area landscaping and beautification.

The Bed-Stuy Gateway BID Formation Campaign is led by a Steering Committee comprising property owners, residents and community leaders from Bedford-Stuyvesant. Noah Katz, owner of Super Foodtown of Bedford-Stuyvesant, and Edmon Braithwaite, owner of Nostrand Wines & Liquors serve as co-chairmen of the Bed-Stuy Gateway BID Steering Committee.

It is anticipated that the Bed-Stuy Gateway BID will be operational in early 2008.

About the Fulton-Nostrand Revitalization Project

The mission of the Fulton-Nostrand Revitalization Project is to support the development of a safer, cleaner, more attractive and useful business district on Fulton Street and Nostrand Avenue in Bedford-Stuyvesant. The Fulton-Nostrand Revitalization Project is a partnership between the commercial revitalization program of Bedford-Stuyvesant Restoration Corporation and the Fulton-Nostrand United Merchants Association. The Fulton-Nostrand Revitalization Project receives financial support from the New York City Department of Small Business Services, Local Initiatives Support Corporation, JP