



Hon. Joseph N. DiVincenzo, Jr.
Essex County Executive and
the Board of Chosen Freeholders



BBPA Marquee Sponsor

FOR IMMEDIATE RELEASE
July 28, 2010

**Branch Brook Park Alliance, in Partnership with Essex County,
Presents a Salsa Fiesta with *Dancing and Movies Under the Stars*
for National Night Out in Essex County Branch Brook Park**

(July 28; Newark, NJ) On Tuesday, August 3rd, Branch Brook Park Alliance, in partnership with Essex County, will host a night of ***Salsa Dancing and Movies under the Stars*** in historic Essex County Branch Brook Park as part of Newark's participation in the 27th Annual National Night Out, sponsored by Newark Now/Super Summer.

This year marks the third time that Branch Brook Park Alliance has joined in National Night Out, a public safety-centric community effort to fight crime and drugs. The 2009 nationwide National Night Out campaign involved citizens, law enforcement agencies, civic groups, businesses, neighborhood organizations and local officials from over 15,000 communities from all 50 states, U.S. territories, Canadian cities and military bases worldwide. In all, over 36 million people participated in National Night Out 2009.

NATIONAL NIGHT OUT is designed to:

- Heighten awareness of crime and drug prevention;
- Generate support for, and participation in, local anticrime programs;
- Strengthen neighborhood spirit and police-community partnerships; and
- Send a message to criminals letting them know that neighborhoods are organized and fighting back.

"National Night Out creates a unique opportunity for communities to unite, have fun, and show support for local law enforcement," said Essex County Executive Joseph DiVincenzo, Jr. "Essex County Branch Brook Park's Salsa Night ***Under the Stars*** is the perfect way for New Jersey residents to support this national effort of communities to reclaim their neighborhoods for positive family friendly events."

The evening is sponsored by Newark Now/Super Summer. The program ***Under the Stars*** is sponsored by Garden Savings Federal Credit Union, Whole Foods Market Montclair, Archdiocese of Newark, City of Newark Municipal Council, and North Ward Councilman Anibal Ramos, Jr.

This year National Night Out coincides with Branch Brook Park Alliance's kick off of ***Dancing Under the Stars***, a four week-long program aimed at bringing family and friends together for fun activities and entertainment in one of New Jersey's most treasured landscapes. "Salsa Fiesta" will begin at 7pm, with free salsa lessons provided by Ivy and Smiling David of Smiling David's Broadway School of Dance located in Newark's Ironbound District. Face painting will also be offered, and refreshments will be available for purchase.

The popularity of last year's ***Dancing Under the Stars*** resulted in an expanded program for 2010. Throughout August, audiences will be able to enjoy Salsa, Swing, African Dance and a Freestyle dance party, all amidst the bucolic wonder of Newark's crown jewel: Essex County Branch Brook Park.

On National Night Out, guests should bring a blanket, picnic and chairs to watch "Dance with Me" that will follow the dancing portion of the evening. This 1998 film rated PG features Chayanne and Vanessa Williams, was directed by Randa Haines and centers around a struggling dance studio and two World Open Dance championship hopefuls who could turn the luck of the studio around. The film will be projected onto a large inflatable screen.

For more information, please visit: www.branchbrookpark.org or call 973/268.2300

For more information about National Night Out please visit: www.nationalnightout.org

* * * *

Through an extraordinary public/private partnership, the Branch Brook Park Alliance and the Essex County Department of Parks, Recreation and Cultural Affairs work collaboratively to restore and help program the Park for the enjoyment of thousands of children and families who utilize it each year.