



Geneva Business Improvement District  
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[downtowngeneva.org](http://downtowngeneva.org)

FOR IMMEDIATE RELEASE

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***GENEVA BID BEGINS PLANS FOR JULY EVENT; VOLUNTEERS NEEDED***

**GENEVA, N.Y. (March 31, 2010)** – The Geneva Business Improvement District’s Cruisin’ Night Planning Committee has started planning for the annual car show and block party.

This year’s event will be held on Friday, July 23, 2010 from 5pm – 10pm in downtown Geneva, New York.

Cruisin’ Night 2009 welcomed over 6,000 people to downtown Geneva to view over 100 cars on display and enjoy live music, activities and local food.

This year’s event has been extended to create a Cruisin’ Weekend in collaboration with the Geneva PBA, Finger Lakes Boating Museum, Geneva Growth, and the Geneva BID. The weekend will include the Annual BID Cruisin’ Night on Friday, July 23<sup>rd</sup> and continue Saturday, July 24<sup>th</sup> on the lakefront, with the Geneva PBA motorcycle charity ride and “Cruise-in”. The Geneva Police Benevolent Association has moved their summer event to coincide with Cruisin’ Night to extend Cruisin’ Night activities to the lakefront the following day. The charity ride will benefit Challenger Baseball and Finger Lakes Youth Sports. All Cruisin’ Night show participants are invited to display their vehicles, motorcycles and boats at the PBA festival site free of charge on Saturday from noon to 6pm. The PBA festival site will have live music and food. Contact the Geneva PBA for charity ride information and fees at (315) 828-6783. The Finger Lakes Boat Museum will be at the Lakefront on July 24<sup>th</sup> and 25<sup>th</sup>, showcasing boats, having sail boat races, boat tours and boat workshops. Geneva Growth will be having a float parade downtown at 7pm on July 24<sup>th</sup>. There will be fun and activities for all ages both downtown and at the lakefront all weekend!

Geneva BID is looking for volunteers to provide security, clean up detail and hospitality for the downtown event on Friday, July 23<sup>rd</sup>. Each volunteer will work a two hour shift.

For more information on Cruisin’ Night, Cruisin’ Weekend or to sign up to volunteer call the Geneva Business Improvement District Office at 315-789-0102.

The Geneva Business Improvement District works to preserve, revitalize, and market the downtown business district.

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