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Third Avenue BID Spreads Holiday Cheer through Winter Wonderland and Plaza Tree Lighting

Bronx, NY – December 19th, 2025 - The Third Avenue Business Improvement District (BID) spread holiday cheer through its annual Winter Wonderland event at YMCA La Central and a Tree Lighting Ceremony at Roberto Clemente Plaza.

Through Winter Wonderland, the BID and its partners distributed over 1,000 toys and resources to local families for the holiday season. The Tree Lighting Ceremony was an extension of this tradition, having a local teacher read “Twas the Night Before Christmas” local community carolers, and distributing hot chocolate to visitors during this cold December. Such events bolster the peak shopping season while promoting public safety through community connections.

To get involved in the BID’s community events, please email info@thirdavenuebid.org.

About the Third Avenue BID

The Third Avenue Business Improvement District works to support local businesses, improve public space, and foster economic opportunity along the Third Avenue corridor and surrounding commercial streets in the South Bronx. Through data-driven planning, community engagement, and on-the-ground programs, the BID partners with local stakeholders to build a more vibrant and resilient commercial district.