

For Immediate Release:

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Announcing the first ever
East Village Gift Guide

A guide to the best holiday gifts from East Village Merchants

The East Village Gift Guide presents 36 unique items found locally that make great gifts for this holiday season. These items are all from independently owned businesses throughout the East Village, a neighborhood on the Lower East Side of Manhattan.

This guide - the first of its kind - is the product of the East Village Community Coalition (EVCC), an organization at work to recognize, sustain, and support the architectural and cultural character of the East Village. For seven years, EVCC has been producing the "Get Local! Guide to East Village Shops," a printed directory of over four hundred shops in the East Village. The East Village Gift Guide expands upon this "Get Local!" campaign by helping people shop locally during the holidays. The gift guide invites East Villagers, New Yorkers and visitors from all over to discover stores of the East Village and their one-of-a-kind products, all of which distinguish East Village shops from the rest of the city.

In addition to showcasing the unique items from East Village merchants, this guide is one of the first initiatives aimed at increasing the collaboration between local businesses. Over the last three months, EVCC has been working with small business owners to form a neighborhood-wide merchants association that will help promote and advocate for the small and independent businesses in the East Village. Using funding from AvenueNYC, a program of the NYC Department of Small Business Services, and the Manhattan Chamber of Commerce, EVCC is working to develop a merchants association. A Steering Committee of local merchants has given the association its official name, the East Village Independent Merchants Association (EVIMA), and is planning the inaugural meeting for EVIMA at the end of January.

Copies of the East Village Gift Guide are available in both digital or print formats. Digital copies of the guide are available at [this link](#) or on [EVCC's website](#). Printed copies are available at participating stores (listed below), EVCC's office (143 Avenue B) and the FUNKtional Art Fair, a holiday fair located La Plaza Cultural Community garden at Avenue C and 9th Street. Visit one of these locations to pick up your very own gift guide!

If you would like to know more about EVCC and EVIMA or help us spread word about the guide, please visit this website, www.evccnyc.org, or send an email to info@evccnyc.org.

List of Participating Merchants:

1. Barbara Feinman Millinery | 66 East 7th Street
2. Dusty Buttons | 441 East 9th Street
3. rena REBORN | 117 East 7th Street
4. Random Accessories | 77 East 4th Street
5. Cloak & Dagger | 441 East 9th Street
6. Sailor Rose | 60 East 4th Street
7. The Wild Ivy | 435 East 9th Street
8. Marjory Warren Boutique | 309 East 9th Street
9. Fragrance Shop | 65 East 4th Street
10. Enzs | 125 2nd Avenue
11. Dejavu Boutique | 309 East 9th Street
12. Eileen Fisher | 314 East 9th Street
13. Gallery Vercon | 332 East 9th Street
14. CADET | 305 East 9th Street
15. RUDY VOLCANO | 167 Avenue C
16. Russian & Turkish Baths | 268 East 10th Street
17. Yoga East | 96 Avenue B, 2nd Floor
18. Shamburger's Chinese Hawaiian Kenpo Academy | 34 Avenue A, 2nd Floor
19. Parlor | 102 Avenue B
20. Swing Organic Hair Salon | 280 East 10th Street
21. Ruff Club | 34 Avenue A
22. Social Tees Animal Rescue | 325 East 5th Street
23. Pink Olive | 439 East 9th Street
24. Goat-Milk Kidwear | 523 East 12th Street
25. Jane's Exchange | 191 East 3rd Street
26. Dinosaur Hill | 306 East 9th Street
27. Keshav Music Imports | 67 East 4th Street
28. Tinkersphere | 304 East 5th Street
29. Pageant Print Shop | 69 East 4th Street
30. A Repeat Performance | 156 1st Avenue
31. Anthony Aiden Opticians | 42 St Marks Place
32. Dorian Grey Gallery | 437 East 9th Street
33. Love Shine | 543 East 6th Street
34. Butter Lane Bakery | 123 East 7th Street
35. Physical GraffiTEA | 96 St Marks Place
36. Clayworks Pottery | 332 East 9th Street

The East Village Community Coalition works to recognize, support, and sustain the built and cultural character of the East Village. This character includes a diverse population; low-rise, human scale blocks and affordable buildings with historic and architectural significance; a multitude of community gardens; indigenous stores and businesses; and the neighborhood's history and ongoing tradition as a haven for those seeking freedom to express artistic, creative, and social concerns

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