

LAST MINUTE GIFT GUIDE

Visit Jamaica Center's Exciting Shops and Save

Jamaica Center is a dynamic, highly energized commercial area – a destination for shoppers, not just locally, but from out-of-state and those who wish to experience the cultural diversity of this community. From hot, trendy styles, to hip-hop clothing to church attire, you can find it all here. Major national retailers, regional stores mixed in with mom and pop shops, that's Jamaica Center. Jamaica leads the way with urbanwear designer apparel, a multitude of stores selling a wide selection of children's clothing, stunning women's evening clothing for that special night out, wonderful gift items for the home and dozens of establishments to purchase jewelry. And don't forget those unique and interesting presents from around the world – music, books, sculpture, beauty products can all be found in Jamaica Center's stores.

For the holidays, Jamaica Avenue is vibrant with holiday lights, banners and of course, Santa Land at the Jamaica Cinema Multiplex, 159-02 Jamaica, through December 24th, (hours are 2 - 8 p.m., so you can get that very special picture of your loved ones with Santa).

No shopping excursion on the Avenue would be complete without a visit to the Museum Shop in historic King Manor, which features "gifts with a past" for everyone on your list. Hand-crafted pewter wine accessories; bejeweled page markers and key chains, beeswax candles, needlework kits, "We the People" silk ties, stunning paisley shawls, as well as handmade wooden toys, puppets, and old-fashioned games and puzzles

are all available. A large selection of books – including the new pictorial history of Jamaica Bay by Dan Hendrick – rounds out the museum's selection of reasonably-priced gifts. And your purchases help support the museum's education programs! The Museum Shop is open on Thursday and Friday from noon to 2 pm, and Saturday and Sunday from 1 to 5 pm. Make sure to leave time for a guided tour while you're there!

Home to York College, Queens Borough Library, The Jamaica Center for Arts & Learning, Afrikan Poetry Theatre, a 15-theatre movie complex, and the soon-to-open Church Project performance space, there is always a reason to come on down and check out Jamaica Avenue. During the spring and summer, the Jamaica BID sponsors a series of delightful walking tours, one a month with each one highlighting a different and unique look at Jamaica Center and its rich history and culture. From visiting beautiful landmarked churches, to viewing historic cemeteries, to enjoying the different ethnic cuisines of this multicultural community, or looking at Jamaica through the eyes of an urban geographer, Jamaica Center is so much more than just great shops.

Jamaica Center is easily accessible by public transportation (E, J or F subway lines, the LIRR to Jamaica Station as well as a multitude of bus lines), or by car with plenty of parking available. For additional information, contact the Jamaica Center BID: (718)-526-2422 or jamaicabidnyc@aol.com