

## **FOR IMMEDIATE RELEASE:**

### **Uptown Collective Comes Together to Save La Pregunta Arts Café**

*Uptown, New York City – August 18<sup>th</sup>, 2009 – The newly formed Uptown Collective is launching their first ever event, **Save La Pregunta**, on Saturday August 22<sup>nd</sup> from 4PM to 4AM at La Pregunta Arts Café located at 1528 Amsterdam Ave (Between 135<sup>th</sup> and 136<sup>th</sup> Streets). Save La Pregunta is a 12-hour extravaganza/fundraiser, which will feature Art, Music, Performances, Fashion, Food and Libations – all for the worthy cause of saving the La Pregunta Arts Café.*

The economic tsunami that has pummeled the global economy is also tearing through local businesses and communities. The celebrated La Pregunta Arts Café is one of those businesses who has suffered and is now at risk of closing its doors forever if it doesn't raise \$50,000 in a matter of 40 days. La Pregunta Arts Café has been servicing the Uptown area for the last 2 years, fast becoming a focal point for artists, students, organizations and working folks to come together to chill, indulging in their delectable food, tantalizing drinks and artistic ambiance and diverse array of cultural events.

Founder Yscaira Jimenez goes on to say "A slow economy and a losing battle with financial institutions resulted in an eviction notice last week. I started La Pregunta for the uptown and working class communities of New York City. This business belongs to you. It belongs to the poets, musicians, filmmakers, painters, photographers, writers, comedians, actors, playwrights, producers, designers, students, teachers, PTA's, entrepreneurs and members of non-profit organizations. It belongs to the janitor, home attendant, cashier, baby-sitter, beautician, banker, bodeguero, street vendor and MTA worker. It belongs to Harlem, Washington Heights, Inwood and the Bronx. This space has been offered to you either free of charge or at a low cost for you to share your talent and message with the community. The community has enjoyed this space at a low or no cost. Now La Pregunta needs you."

Join us in making a concerted effort to save La Pregunta. The Uptown Collective will be raffling off artwork, makeovers, gift certificates, clothing, eyewear and many other prizes donated by local businesses. The \$10 donation entrance fee includes a food tasting of La Pregunta treats. There will also be \$3 beers, signature sangrias, and spiked smoothies all day and night long. Come party, celebrate and drink for this noble cause. For those who can't make it to this all day event and would like to contribute to the cause, you can visit our website at [www.lapregunta.net](http://www.lapregunta.net) to make your contribution.

#### **About La Pregunta**

La Pregunta is part Nuevo Latino cafe, part community meeting place, part performance venue, part arts lounge. It is a place to share and create culture, or simply kick back and enjoy the positive uplifting atmosphere. La Pregunta's mission is to provide a space to share and support the abundant creative and intellectual energy of uptown Manhattan and other working class and immigrant neighborhoods. La Pregunta is especially committed to working with emerging artists from around the world, community based organizations, neighboring schools and demographic groups who have been historically underrepresented in the mainstream cultural institutions of the city. For years, uptown talent has been commuting downtown to perform. Now, at La Pregunta, artists, organizations and audiences have their own space, around the corner, in their neighborhood. For more information visit our website at: [www.lapregunta.net](http://www.lapregunta.net)

#### **About the Uptown Collective**

The Uptown Collective was formed to address the void that exists in the Uptown area for an indigenous voice that speaks for the people and the businesses of the community. The Collective is made up of local artists, entrepreneurs and business owners who have a vested interest in the betterment of their community. To keep those uptown dollars uptown and to highlight the uniqueness, vibrancy, and grandeur of the Uptown area are the main aims of this group.

#### **CONTACT:**

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