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## **Cambria Hts. promotes local business**

By Howard Koplowitz

**The Cambria Heights Development Corp. is launching a promotional campaign this month to help attract shoppers to local businesses.**

Called "Shop Cambria Heights!," the campaign includes hoisting street banners along Linden Boulevard, the community's commercial strip, with the name of a local business on each banner.

"We're trying to bring consumers to Linden Boulevard and let them become aware of what's happening here," said Kevin Jemmott, president of the development corporation and former president of the Cambria Heights Civic Association.

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The burgundy banners were expected to go up during the first week of April, Jemmott said.

"I think it's going to enhance the commercial strip," he said of the banners. "It's going to make it look more like a commercial strip."

The strip in Cambria Heights runs along Linden Boulevard from Springfield Boulevard to the Cross Island Parkway.

Blue banners have been waving along Linden Boulevard since 2005, but Jemmott said they have to come down this month because they have a "three-year shelf life."

He said there would be 15 more banners on Linden Boulevard than what is currently there after the new ones are installed.

The corporation, formed in 2006, will also be handing out canvas tote bags. Businesses have the option of putting their names on the bags, Jemmott said.

Local businesses have a Monday deadline to secure a street banner or tote bag.

The corporation also distributed surveys to businesses on Linden Boulevard to "find out about their needs," Jemmott said.

He also said an updated shopping guide, which was originally rolled out last year containing every business on Linden Boulevard in Cambria Heights, would hit the streets in May.

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