



Contact:

Heather Groll, OGS (518) 474-5987  
Mona Golub, Price Chopper (518) 379-1480

**FOR IMMEDIATE RELEASE:**

June 25, 2013

## **NEW YORK STATE AND PRICE CHOPPER SIGN NEW FIVE-YEAR AGREEMENT FOR SPONSORSHIP OF FOURTH OF JULY FESTIVITIES AT THE EMPIRE STATE PLAZA**

### ***38<sup>th</sup> Annual Event to Feature Rock and Roll Great Johnny Rivers, Food, Family-Friendly Activities and the Biggest and Best Fireworks Show of the Year***

Albany, N.Y. –The New York State Office of General Services (OGS) and Price Chopper today announced that they have signed a five-year sponsorship agreement for the Fourth of July festivities at the Empire State Plaza.

“This is a great of example of the type of public-private partnership that Governor Cuomo has made a priority for his administration,” OGS Commissioner RoAnn Destito said. “I’m very excited that New York State will continue working with Price Chopper to put together one the best Fourth of July celebrations anywhere, especially as we know how much this event means to the community and is Price Chopper’s way of saying thank you to all their customers here.”

“We are thrilled to continue our partnership with New York State as the title sponsor of this iconic Capital Region event. We staged the inaugural July 4th event at the plaza back in 1976 as a gift to our hometown region and as a special way to celebrate the Bicentennial. Now, 37 years later, we relish the fact that this event has become an incredibly well-attended and much-appreciated annual tradition, and remains a gift from Price Chopper to our Capital Region neighbors and a salute to America’s birthday,” said Jerry Golub, Price Chopper’s president and chief executive officer.

Helping to cap off the fourth this year will be a performance by rock and roll great Johnny Rivers, the Brooklyn-born, Baton Rouge, La.-reared rocker who put 32 singles on the Billboard Hot 100 from 1964 to 1977. He’ll be playing his hits “Poor Side of Town,” “Summer Rain,” and “Secret Agent Man,” as well as revving up the crowd with his stylized version folk songs, blues tunes and revivals of old-time rock ‘n’ roll songs.

In addition, at this year’s festivities a big focus will be placed on returning the plaza to a more family-friendly environment. Kids’ play areas will be located on both sides of the concourse to allow for wholesome family fun. The Family Fun Zone will be smoke and alcohol free and will feature pony rides, face painting, and bounce rides.

Plaza security will enforce its alcohol policy consistent with all other events and will not allow outside alcohol beverages, coolers or glass containers to be brought onto the plaza at any time of day. All bags and backpacks will be subject to search. Alcohol will be served by vendors to adults with proper identification.

As has become tradition in recent years, Price Chopper's House of BBQ will be "grillin' tonight" on the plaza, selling several of its signature items, including Certified Angus beef burgers and Central Market Classics hot dogs.

This year's Fourth of July festivities will begin at the Empire State Plaza with live music kicking off on the main stage at 4 p.m. (see program below) and will continue throughout the day with entertainment and other activities. The area's longest and most elaborate fireworks display will begin at 9:25 pm.

(Grounds open at 3 p.m.; stage opens at 4 p.m.)

4:00 p.m.	Welcome Naturalization Ceremony (main stage)
4:30 p.m.	United States Military Academy Band (main stage)
5:00 p.m.	Rob Skane Trio (north stage)
5:30 p.m.	Johnny Raab and the Jailhouse Rockers Band (main stage)
6:15 p.m.	Chris Dukes Band (north stage)
6:30 p.m.	Bluz House Rockers (main stage)
7:15 p.m.	7 <sup>th</sup> Inning Stretch (north stage)
7:45 p.m.	Official Program Color Guard National Anthem by the Irish Tenors (main stage)
8:05 p.m.	Rock and Roll Great Johnny Rivers (main stage)
9:25 p.m.	Fireworks

-30-

**About Price Chopper**

*Based in Schenectady, NY, the Golub Corporation owns and operates 131 Price Chopper grocery stores in New York, Vermont, Connecticut, Pennsylvania, Massachusetts and New Hampshire. The American owned, family-managed company prides itself on longstanding traditions of innovative food merchandising, leadership in community service, and cooperative employee relations. Golub's 22,000 teammates collectively own more than 50% of the company's privately held stock, making it one of the nation's largest privately held corporations that is predominantly employee-owned. For additional information, visit [www.pricechopper.com](http://www.pricechopper.com).*

**About OGS**

*The New York State Office of General Services provides essential services to our state and local partners, as well as the general public. From operating buildings, to construction management, establishing procurement contracts, and conducting tours of the Capitol, OGS is truly a diverse organization. Visit [OGS.ny.gov](http://OGS.ny.gov).*

###