



Summer Is Hot In Queens



By Seth Bornstein

As the economy sputtered a few years back, the word "staycation" entered our vocabulary. The thought of taking a few weeks off and not traveling to a remote destination can actually be appealing.

The trick is to look at our everyday environment through a new lens. Too often we take the same route way to work, shop in the stores we know too well and eat meals in familiar restaurants. The trick to a staycation is to find the hidden treasures that are right around the corner, a few subway stops away, or for those intrepid souls, the other

side of the borough. And due to the ever-changing landscape of Queens, there is certainly a lot to explore.

To help you the Queens Economic Development Corporation suggests that your first stop on the first journey should be discoverqueens.info. On the Discover Queens web site you'll learn all about the many activities that are no further than 40 minutes from any point in the borough.

"It's Hot All Summer" offers 15 discounts to many places and venues that out-of-towners often visit, but sometimes natives overlook. Did you know that the

scene at P.S. 1 Contemporary Art Center in Long Island City on any Saturday afternoon rivals that of the Tate Modern in London? Or that one of the newest vineyards in the region is on Little Neck Parkway at the Queens Farms Museum? And the Queens Zoo in Flushing Meadow-Corona Park is the perfect size for those with toddlers? Within strolling distance of many of these attractions are first rate restaurants and cafes that won't break the bank. And, what visit to the Queens Zoo is truly complete without a trip to the nearby Lemon Ice King on Corona Avenue?



Rediscovering the borough where we live and work in not only enriches one's knowledge of its wonderful diversity and unique qualities, but also enriches our economy. Thousands of people – many of them our neighbors – are employed at our parks, cultural and recreational institutions. And, many of these places offer summer jobs to our youth. Dollars spent in the borough stay in the borough.

When you plan your summer activities remember that you needn't venture too far from home to see new sites, share new experiences and gain an entirely new perspective.

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