

**WEST NEW YORK MAYOR FELIX E. ROQUE AND THE BOARD OF COMMISSIONERS**

present



## **MARIO MALAVASI WAY**

Mayor Felix E. Roque and the West New York Board of Commissioners will dedicate 6601 Palisade Avenue in West New York, New Jersey (at the corner of 66th Street and Palisade Avenue) to Mario Malavasi, a well-respected local businessman who operated multiple businesses in the Town of West New York, including but not limited to Kay's Corner, and was a lifelong resident before he passed away on July 20, 2011.

Mr. Malavasi served as the town's Democratic County Committeeman, as an auxiliary police officer, a baseball coach, and he sponsored numerous events for children for many years after having proudly served his country in World War II.

Mr. Malavasi has touched the lives of countless youth by starting the "Coats for Kids," an organization which provided coats to children whose parents could not afford them starting in 1995.

Therefore, the corner of 66th Street and Palisade Avenue will be renamed "Mario Malavasi Way" in honor of one of West New York's true heroes.

---

**FRIDAY, MARCH 29, 2013 AT 1 P.M.  
6601 PALISADE AVENUE  
WEST NEW YORK, NJ, 07093**

---

For more information, please call the Department of Public Affairs at (201) 295-5100, or email [gpope@westnewyorknj.org](mailto:gpope@westnewyorknj.org).