



**FOR IMMEDIATE RELEASE**

**HALLOWEEN MAKES ITS WAY TO EAST HARLEM**

**New York, NY – September 1, 2014** - New Street Realty Advisors, LLC is pleased to announce that Ricky's Halloween has leased the entire ground floor of approximately 5,000 square feet at 55 East 125<sup>th</sup> Street, the northeast corner of Madison Avenue, for a Halloween pop-up store.

Matthew Gorman, Joshua Gettler, and Joshua Kaufman at New Street Realty Advisors represented the landlord, 125<sup>th</sup> Street Holding Company, LLC. This will be the Ricky's first foray into East Harlem and they are looking forward to a robust sales season at the corner location.

New Street Realty Advisors, LLC is a New York City based real estate brokerage firm with niche focuses on retail leasing and user/investment sales.

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