

MEDIA ALERT

**THE PETER COOPER BLOCK PARTY HOSTS JELLO COMPETITION, FREE AND OPEN TO ALL**

What:

Celebrate the inventor of Jello and the founder of The Cooper Union by participating in the first ever Peter Cooper Jello Competition. The contest is free to enter and open to all. Entries will be judged on creativity and structural integrity, prizes vary.

Entries will be judged during The Peter Cooper Block Party. The full-day free event features food trucks such as SnowDay and The Cinnamon Snail, art and music performances, and educational workshops celebrating the prestigious institution's legacy of excellence in art, architecture, and engineering. The event is a great way to spend your day with family, children, and friends. More information and to enter please visit [www.foundersday2014.com](http://www.foundersday2014.com), or email [foundersday2014@gmail.com](mailto:foundersday2014@gmail.com).

Highlights: The Knicks Groove Truck, free shirt silkscreening, the Peter Cooper Jello Competition, Origami Club, and much more.

When: Sunday April 13th, from 1pm - 5pm

Where: Astor Place between Broadway and Lafayette.

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