

UPTOWN NEWS

BY JAN RANSOM
NEW YORK DAILY NEWS

SHAKE it up!

You may have what it takes to be the dee-lish new face of this popular Lenox Ave. burger joint.

Harlem Shake, which is celebrating its first birthday this month, is looking for a new poster girl.

Restaurateur Jelena Pasic, 39, says mastery of the joint's namesake shimmy — or any viral dance move — is not required to be the second "Miss Harlem Shake."

Contestants do have to be female, at least 18 and live in Harlem to vie for the honor, which carries a \$500 prize plus \$1,000 for a local charity, free burgers for a year and a portrait among the likes of Questlove, Maya Angelou, Bill Clinton and Rep. Charles Rangel on the eatery's Wall of Fame.

"Miss Harlem Shake is a beautiful girl from Harlem, and she's beautiful inside and out," said Pasic. "She loves Harlem the same way we do, she's proud to be a local and she wants to contribute back to the community."

It definitely takes more than looks

to win the crown, says Shannon Thornton, a 26-year-old model, actress and current Miss Harlem Shake.

"She should represent someone who is charismatic; exudes warmth; has a great personality, a beautiful spirit and who loves a good cheeseburger," said Thornton, who grew up in Connecticut and moved to Harlem in 2011.

Thornton, who prevailed last year among a pool of 15 lovelies, sports an afro wig, pastel-blue shorts and a peach-colored top in the framed poster that hangs on the wall of the famed burger spot. Her likeness also adorns hand-held fans and postcards.

The contest awards more than those attributes that are merely skin-deep, Pasic said. The savvy campaign also celebrates the people who best embody Harlem's heritage. Participants can expect to be hit with questions about their community involvement, their love for Harlem and (of course) their favorite Harlem Shake meal.

From May 16 until June 30 contestants can fill out an application online or at the restaurant on the corner of 124th St. and Lenox Ave. Harlem Shake employees will select 10 finalists by July, and customers will begin voting in August to narrow the field to three.

A panel including entertainer Brenda Braxton, the owner of Harlem's BBraxton parlor, make-up artist Cynde Watson and New York City-based make-up artist Kevin McQueen will crown the new Miss Harlem Shake at an awards ceremony hosted by model and Miss USA/Miss Universe pageant coach Lu Celia Sierra at the eatery on Sept. 13.

Now let's get shakin'.

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PHOTOS BY JAN RANSOM. COURTESY HARLEM SHAKE

SHAKE A LEG!

Burger joint seeks symbol



Owner Jelena Pasic (l. in inset photo) with current Miss Harlem Shake girl Shannon Thornton.

Tweet! Cop's connected

THE FBI has been following one of East Harlem's top cops.

Captain Thomas Harnisch, commanding officer of the 25th Police Precinct, is one of five NYPD precinct commanders sharing news via Twitter — and he already has some impressive fans.

Since joining Twitter April 15 as @NYPD25PCT, Harnisch has accrued 453 followers, including the Honolulu Police Department and Federal Bureau of Investigation. "It's been fun," Harnisch said of the social media platform at a community council meeting on Wednesday. "This is the kind of thing that's so widely used that if you're not doing it, it's, like, 'Why aren't you?'"

Harnisch tweets and retweets several times a day about crime data, missing and wanted persons, local incidents and information about government resources.

A string of thefts at Randall's Island, Marcus Garvey Park and Harlem River Park during a string of athletic events prompted Harnisch to tweet a warning to watch over belongings during games.

Despite a public relations disaster two weeks ago when the hashtag MyNYPD drew photos depicting police brutality, Harnisch's Tweepers have been giving the top cop plenty of love.

"I've got congratulatory stuff like 'your officers were here doing a nice thing,' a retweet or favorite," said Harnisch, who joins two top cops in Queens and two more in Brooklyn to be given official NYPD Twitter accounts. "I guess that's an element of approval."

Jan Ransom

Deals to dine for

STICK a fork in this.

More than two dozen restaurants in Washington Heights and Inwood will be offering up tasty dining deals during Upper Manhattan's riff on Restaurant Week later this month.

Mamajuana Café, Alex Steakhouse and Papisito Mexican Grill are among the 25 restaurants expected to offer \$26.95 prix fixe meals at "#WHIN & DINE," an acronym referring to the two neighborhoods participating in the 12-day event.

"There's a wide range of dinner options for everyone's palette," said organizer Ariel Ferreira, referring to the Japanese, Latin and American cuisines offering up deals.

James Lee, owner of 181 Cabrini, which offers grass-fed skirt steak and honey teriyaki glazed salmon at his W. 181st St. restaurant, said he's excited to participate.

"It's a cool thing," said Lee, whose six-year-old restaurant offers an eclectic menu. "I hope it brings in more people from outside of the neighborhood."

#WHIN & DINE runs May 12-23. For a full list of participating restaurants, visit whindine.com. Michael J. Feeny