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**ALLIANCE FOR DOWNTOWN NEW YORK LAUNCHES VIDEO SERIES ATTESTING  
TO THE ALLURE OF LOWER MANHATTAN AS A COMMERCIAL CENTER**

***Top Executives from an Array of Industries Describe Lower Manhattan's  
Limitless Possibilities and Diverse Appeal***

***What's Old in New Again: Lower Manhattan is "The 21<sup>st</sup> Century Center of New York"***

(May 13, 2015) – The Alliance for Downtown New York today unveiled a series of videos highlighting Lower Manhattan's powerful draw to businesses across a host of sectors, and how choosing to locate in the district has been a significant force in helping companies thrive. The videos feature top executives from best in class companies discussing why Lower Manhattan has proven to be the best location for their business, from Goldman Sachs to pioneering companies Control Group and Droga 5 to top-tier architecture and media firms SHoP Architects and XO Group. The videos can be viewed at <http://downtownny.com/why-lower-manhattan>.

Lower Manhattan is proving to be a top destination for commercial locations and relocations; since 2011, the area has seen a net gain of more than 7 million square feet in relocations. Lower Manhattan's commercial leasing performance last year was its best in nearly a decade, with a total of 6.8 million square feet leased.

"Why Lower Manhattan? Because it's an exciting, dynamic, and accessible place to be. That's why an impressive list of top-tier tenants is making this neighborhood their home, from corporations that are household names to entrepreneurs pushing the edges of innovation," said Downtown Alliance President Jessica Lappin. "These videos are personal testimonials from top executives across different industries, each sharing a different perspective on why Lower Manhattan was the right choice for them."

Citing its iconic buildings, water views, expansive transportation options and ever-growing dining and nightlife options, each video answers the question "Why Lower Manhattan" with impactful testimony from executives from a variety of firms – large and small, old and new, established and growing. Lower Manhattan is described as "transcendent," "vibrant" and "the 21<sup>st</sup> century center of New York." The videos will allow the Alliance to communicate in a new way with a variety of audiences. A departure from traditional outreach efforts, the videos are an innovative tool for the Downtown Alliance to share what the district has to offer in a powerful way.

Technology and design firm Control Group's Partner and Chief Strategy Officer, Scott Anderson, said, "The business and creative value of being in proximity to companies that are forging the future is

priceless. The support shown to the community and emerging businesses is unique to Lower Manhattan, and could be a model for fostering growth in the creative and tech economy in other parts of the City."

Andrew Essex, Vice Chairman of advertising agency Droga5, spoke about his experience in Lower Manhattan. "Every day, I'm thrilled to discover something new about Lower Manhattan and for our company to be part of this revitalization," says Essex. "There is so much potential and once you get down here, you see New York in a very different way. There's a history here, a sense of possibility."

Companies and executives featured in the video series include: John Barker, Founder & Chief Idea Officer at Barker DZP; Scott Anderson, Partner & Chief Strategy Officer of Control Group; Andrew Essex, Vice Chairman of Droga5; Lloyd Blankfein, CEO and Chairman of Goldman Sachs; Josh Marwell, President of Sales at HarperCollins; Alexa Hirschfeld, Founder of Paperless Post; Gregg Pasquarelli, Founding Principal at SHoP Architects; Stacie Henderson, Westfield World Trade Center Vice President; Charles Platt, New York office Partner-in-Charge at WilmerHale; and Dhanusha Sivajee, Executive Vice President of XO Group.

The videos were produced by the Alliance for Downtown New York with Milkbox NY as its creative partner.

### **About the Alliance for Downtown New York**

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID), serving an area roughly from City Hall to the Battery, from the East River to West Street. For more information visit [www.downtownny.com](http://www.downtownny.com)

### **About Milkbox NY**

With client partnership and agility at their center, Milkbox NY handcrafts thoughtful video content that entices and entertains. Big and little, epic and intimate—they create stories their clients love and audiences share. Check out their work at [milkboxny.com](http://milkboxny.com).

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