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Down Is What's Up: Lower Manhattan's Transformation and Energy Shine in Video Starring Questlove Film is Centerpiece of Marketing Effort Promoting the Vitality and Excitement of Area

(October 28, 2015) – The Alliance for Downtown New York today unveiled its feature video “Down is What’s Up,” showcasing the powerful and thrilling transformation of Lower Manhattan. The video stars Questlove, musician, producer, tastemaker and resident of Lower Manhattan. In the 90-second piece, he communicates the romance and majesty of the changes sweeping the area and invites viewers to visit his neighborhood and experience the area for themselves through a new lens.

“To live in neighborhood that’s radically transforming, a place that’s finding and defining a new identity for itself is exciting. Having the opportunity to contribute your own voice to that evolution is powerful,” said Questlove. “This is a New York you know of but haven’t met yet. I love living here. This is a place both steeped in history and that’s making the future.”

The video, which can be viewed on the Downtown Alliance’s website <http://www.downtownny.com>, will be shown at a premiere event this evening at LMHQ, Lower Manhattan’s center for innovation and collaboration. The event was co-hosted by Wired Magazine and Questlove.

“This is no longer your father’s FiDi,” said Downtown Alliance President Jessica Lappin. “Lower Manhattan is a place pulsing with change and excitement. It’s a place waiting to be newly discovered. We hope that this video shares a glimpse of Lower Manhattan’s rich history, its beauty and communicates what a dynamic place it is to visit, live and work in. Everyone should come and see that ‘down is what’s up’, right here in Lower Manhattan.”

With countless retail, hospitality, dining and nightlife openings, top celebrity chefs and restaurateurs flocking to the area, new must-see sights as well as longstanding destinations, Lower Manhattan is establishing itself as one of the city’s hottest neighborhoods and a top global destination. The migration of media, technology and advertising businesses to the area is lending new energy to the street and remaking possibilities. It is uniquely a place where the roots of the nation meets its future.

The Alliance’s marketing campaign will include viewings on United Airlines in December and Virgin America in December and January, as well as a broad based paid social media campaign throughout the holiday season.

The video was produced by the Alliance for Downtown New York along with Milkbox NY—a New York City based video production firm.

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

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