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FOR RELEASE: IMMEDIATELY

Downtown Alliance, Manhattan Chamber of Commerce Sponsoring Seminar on Ways to Survive the Recession

**Event for Small Businesses Will Feature Presentations
On Harnessing a Broad Range of Recovery Programs**

NEW YORK, Oct. 13, 2009 — The Alliance for Downtown New York and the Manhattan Chamber of Commerce will hold a seminar and networking event from 8:30 a.m. to 11:30 a.m. on Tuesday, Oct. 20, at the Digital Sandbox, 55 Broad St., to inform small business owners of the resources available to help them cope with the recession.

Although millions of dollars have been set aside for grants, loans and other assistance, many small business owners are still not sure how they can benefit. The seminar will explain available programs and help make them more visible—with presentations from city, state and federal officials. The event will also include a networking breakfast and a mini-expo featuring representatives from a range of business-oriented organizations.

Called *Survival to Success: Harnessing Recovery Programs to Help Your Business Thrive*, the event will feature presentations by:

- NYC Business Solutions, Lower Manhattan Center
- Empire State Development Corporation
- U.S. Small Business Administration

For more information, visit the Downtown Alliance Web site at www.DowntownNY.com.

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes the area as a world-class destination for companies, workers, 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.

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