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FOR IMMEDIATE RELEASE

Save Money, Go Green and Have Fun: Take a Tour of Historic Lower Manhattan on Free Bike

**Downtown Alliance's Bike Around Downtown 2009 Program
Provides Free Adult, Kids Bikes Through September**

New York, NY, May 7, 2009 — The Alliance for Downtown New York is offering workers, residents and visitors another great reason to work, live and play in Lower Manhattan. Beginning Wednesday, May 13, the Downtown Alliance, through its second annual *Bike Around Downtown* program, will providing the public with free bicycles for use throughout Lower Manhattan.

The Downtown Alliance expanded the bike share program this year in response to the growing number of people in the New York area turning to less expensive, greener and healthier forms of transportation and recreation. The organization contracted with bicycle rental and tour company Bike and Roll to provide the use of 30 bikes for free during three daily sessions, seven days a week, for a total of 630 bikes per week. The bike share program is funded through a grant from State Assembly Speaker Sheldon Silver.

"The *Bike Around Downtown* program is about living green, it's about discovering Downtown and it's about health and fitness," said Elizabeth Berger, president of the Alliance for Downtown New York. "Touring Lower Manhattan on a bicycle is a fun, healthy way to enjoy the area's historic sights and exciting attractions. and sample a wide variety of unique shops and restaurants at all price points. I thank Speaker Silver for providing the funding for this program, and look forward to exploring the district with our colleagues and neighbors as well as Downtown visitors."

The free bikes will be available seven days a week from May 13 to Sept. 30 during three separate two-and-a-half-hour time slots each day: 9:30 a.m. to 12 p.m., 12:30 p.m. to 3 p.m. and 3:30 p.m. to 6 p.m.

Interested riders can register for sessions through an on-line membership program that riders can access through the Downtown Alliance Web site at www.downtownny.com. Registration opens on May 12. Nonmembers can also rent a bike from Bike and Roll at any time for a fee.

There is no limit to the number of times that members can reserve a bike, but reservations are on a first come, first-served basis. Adult and children's bikes are available, and helmets will be provided. Tag-a-longs, wagons and baby seats will also be provided free if needed.

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Bikes can be picked up at Bike and Roll's kiosk at the South Street Seaport (South Street and Fulton Street); Bikes may be returned the Seaport kiosk, or at the Bike and Roll kiosks on Governors Island, Pier A in Battery Park or at 12th Avenue and 43rd Street.

The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District (BID). The Alliance serves an area roughly from City Hall to the Battery, from the East River to West Street, for which it provides supplemental sanitation and security, economic development, streetscape and transportation improvements, marketing and enhanced tourist services. Alliance for Downtown New York, Inc., 120 Broadway, Suite 3340, New York, NY 10271; Phone: 212-566-6700.

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