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Downtown Connection Offers Free Bus Service To Downtown Culture Pass Attractions

-Downtown Alliance Service Takes Riders to All Eight Participating Museums-



Photo credit: Sylvia Otte

New York, NY (November 10, 2010) —The Alliance for Downtown New York's free bus service—the Downtown Connection—is the ideal way for visitors, workers and residents to get around Lower Manhattan while using the new Downtown Culture Pass, a seasonal, three-day pass that provides admission, gift-shop discounts and other benefits at eight area museums and a walking tour from Wall Street Walks.

"Lower Manhattan is rich in history, culture and the arts, and we're delighted that our world-class museums and other attractions can showcase all that our district has to offer," said Elizabeth H. Berger, President of the Downtown Alliance. "While Lower Manhattan is one walkable square mile, everyone can use a break from the cold. Our heated Downtown Connection service is the perfect way to warm up and get around the district while using the Downtown Culture Pass."

The Downtown Alliance launched the wheelchair-accessible Downtown Connection in late 2003, instantly improving Lower Manhattan's quality of life and accessibility. The buses accommodated more than 834,000 workers, residents and visitors in 2009. The service runs at 10-minute intervals from 10 AM to 8 PM daily, with more limited service on weekends. The route gives riders access to the 1,2, 3, 4, 5, 6, A, C, E, R, J and Z

subway lines and PATH trains. It was extended last year to give riders direct access to the subway lines and retailers on Warren and Murray streets.

The Downtown Connection operates seven days a week, except Thanksgiving, Christmas Day and New Year's Day.

In September, the Downtown Alliance installed NextBus LED signs at seven stops along the route. Made possible by funding secured by State Sen. Daniel Squadron, the signs tell riders when the next two buses will arrive.

For the single price of \$25 for adults (18+), \$15 for youths (13-17) and \$5 for children (6-12), the Downtown Culture Pass will grant each ticket holder unlimited admission and/or other discounted benefits for three full days to participating museums, plus discounted tours conducted by Wall Street Walks. The pass may be purchased online at www.downtownculturepass.org, or in person at the Museum of American Finance or the Museum of Jewish Heritage. Rack cards with information on the cultural attractions, offers, and how and where to buy tickets are available at participating museums. The Downtown Culture Pass program will run through February 28, 2011 and may subsequently be extended or expanded.

Participating attractions and their discounted benefits, include:

Fraunces Tavern Museum (admission)

54 Pearl Street, 212-425-1778

www.frauncestavernmuseum.org

Museum of American Finance (admission and 10% shop discount)

48 Wall Street, 212-908-4110

www.moaf.org

Museum of Jewish Heritage – A Living Memorial to the Holocaust (admission and 10% shop discount) 36 Battery Place, 646-437-4202

www.mjhnyc.org

National Museum of the American Indian* (10% shop discount, free Collector's Circle membership for first 100 pass holders and a free copy of *American Indian* magazine)

Alexander Hamilton U.S. Custom House

One Bowling Green, 212-514-3700

www.nmai.si.edu

The New York City Police Museum (admission and 10% shop discount)

100 Old Slip, 212-480-3100

www.nycpm.org

9/11 Memorial Preview Site* (10% shop discount)

20 Vesey Street, 212.267.2047

www.national911memorial.org

The Skyscraper Museum (admission and 10% shop discount)

39 Battery Place, 212-968-1961

www.skyscraper.org

Tribute WTC Visitor Center (admission)

120 Liberty Street, 866-737-1184

www.tributewtc.org

Wall Street Walks (50% off regular ticket price)

212-666-0175

www.WallStreetWalks.com

**Admission to these cultural attractions is always free.*

For more information on the Downtown Connection, please visit

<http://www.downtownny.com/downtownconnection>

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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