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**DOWNTOWN ALLIANCE EXPANDS PUBLIC WI-FI TO COVER  
ENTIRETY OF LOWER BROADWAY CORRIDOR – BATTERY TO BARCLAY ST**

(June 20, 2016) – The Alliance for Downtown New York has completed the latest phase of its ongoing Wi-Fi network expansion, adding more than 800,000 square feet, and a universal network name #DwtwnAllianceFreeWiFi to provide free, uninterrupted service across the neighborhood. With the support of numerous Downtown businesses, including Trinity Church on the heart of Broadway, the expansion completes online accessibility across the entire Lower Broadway corridor, from the Battery to Barclay Street. In total, the Alliance now provides more than 4.5 million square feet of coverage throughout one of the city’s most heavily trafficked districts and is accessed more than a half million times each year.

“When we launched our free Wi-Fi network in 2003 it was the most extensive program of its kind. Today, our coverage has grown immensely and the program continues to illustrate what is possible in New York City and for other cities around the world,” said Downtown Alliance President Jessica Lappin. “We feel that open access to the internet, and the information it unlocks, is paramount and we’re proud to be on the cutting edge to provide it across our neighborhood.”

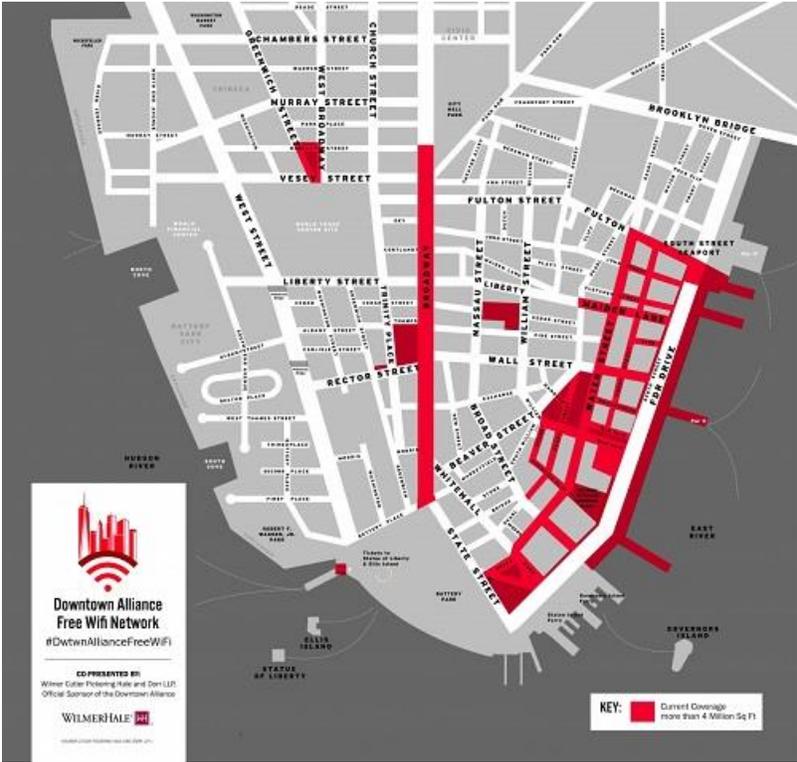
Use of Lower Manhattan’s Wi-Fi service has grown steadily since it was first initiated in 2003. In 2010, 100,000 devices connected to the network. This grew to 235,000 devices in 2012 and 554,954 last year – marking a 47 percent increase year-over-year. So far this year (Jan-May), usage of the network has grown 25 percent over the same time period last year with the brand new Broadway Corridor already accounting for approximately 40 percent of all connections on the network.

Betsy Vorce, Chief Communications Officer of Trinity Church added: “For over 300 years, Trinity Church and our ministries have been committed to working with the Lower Manhattan community through a number of different channels including, in recent years, digital. In helping bring free Wi-Fi access to those who live and visit this area, we are pleased to continue our longstanding partnership with the Downtown Alliance.”

The expansion was made possible in large part thanks to a partnership with Wilmer Cutler Pickering Hale and Dorr LLP (WilmerHale,) a leading international law firm with its New York office in Lower Manhattan. In 2012, WilmerHale became an official sponsor of the Downtown Alliance and a co-presenting sponsor of the Alliance’s free Wi-Fi network. The firm has been a long-standing supporter of Lower Manhattan’s revitalization and economic growth and was the first major law firm to move from Midtown to Lower Manhattan following 9/11.

“We are proud to be a continued sponsor and supporter of the Downtown Alliance’s free Wi-Fi network,” said Charles Platt, partner-in-charge of WilmerHale’s New York office. “Free internet access is just one of the many forward thinking programs found in our neighborhood that are enticing companies, residents and visitors to come to Lower Manhattan every year.”

When the Downtown Alliance first launched its Wi-Fi network in 2003, it was the city’s most extensive free, public Wi-Fi initiative. Use of the Downtown Alliance network is free for all users. The network can be accessed at the following locations and more information about the network can be found at: <http://www.downtownny.com/programs/free-public-wifi>.



*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)*

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