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**FOR IMMEDIATE RELEASE**

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## **Game ON! Brings Sports Pop-Ups, Fitness Challenges, Backyard Games, Music & Drinks to Lower Manhattan's Water Street on Wednesdays Starting July 18**



**NEW YORK (June 12, 2018)** – The Alliance for Downtown New York kicks off the fifth annual Game ON! celebration on Wednesday, July 18 bringing backyard games, NYC sports pop-ups, physical fitness challenges, music and drinks to six plazas along Water Street. The festivities will run for four consecutive Wednesdays: July 18, July 25, August 1 and August 8, starting at 4pm; and the locations, which include 200 Water Street, 75 Wall Street, 77 Water Street, 32 Old Slip, 55 Water Street and 85 Broad Street, will each feature a combination of fun activities. Prizes will also be awarded to attendees who visit three or more locations.

More information can be found at <http://downtownny.com/gameon>.

"Game ON! has always been about having fun and connecting with our neighbors, and this year will be our biggest celebration to date. Come join us to unwind on Water Street." said Downtown Alliance President Jessica Lappin.

Activities at Game ON! will include:

- New York City Football Club's Kick Tunnel;
- Photo stations by NFL Experience and Brooklyn Cyclones;
- Soccer Drills and lessons from Super Soccer Stars;
- Fitness challenges by Crunch, New York Sports Club and Physique 57;
- Meditation by Be Time;
- Interactive Art Mural by Katie Merz;
- Cookies from Insomnia Cookies;
- Music by DJ Daddy Dog & DJ Monopoli;
- Beverages by Andaz Kitchen & Bar, SKY 55 Bar & Grill, Gregory's and Bluestone Lane; and
- Shuffleboard, Foosball, Cornhole, Ping Pong and Giant Jenga.

Attendees who collect stamps on the official Game ON! flyer from three or more locations in one night will be entered to win weekly prizes, which will include gift cards to Bluestone Lane, City Acres, Gregory's, Andaz Kitchen & Bar, The Dubliner, Bavaria Bier Haus, Stone Street Tavern, Route 66 Smokehouse, The Mailroom, Rise by We and more.

Additionally, Game ON! Wednesdays will be celebrated with special Happy Hour Drink Specials from 4-8p at bars along Water Street including The Mailroom, Route 66 Smokehouse, Stone Street Tavern, Andaz Kitchen & Bar, Le Pain Quotidien, Sprinkles Land and Gregory's. Bar goers simply need to show their Game ON! flyer to redeem.

Game ON! is produced by the Downtown Alliance with creative contributions from Auster Agency.

***About the Alliance for Downtown New York***

*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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