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FOR IMMEDIATE RELEASE

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Downtown Alliance Prioritizes Clean, Safe And Healthy Mission By Piloting Sanitizing Stations And Public Social-Distancing Measures In Lower Manhattan

Measures Include Mask Distribution To Small Businesses, Signage And Open Streets Support

NEW YORK (June 15, 2020) – The Alliance for Downtown New York, the nonprofit business improvement district for Lower Manhattan, has always centered its work on keeping the neighborhood clean and safe. Continuing this effort in the COVID-19 era will now include public health measures. The Alliance is piloting sanitizing stations throughout the district near public transportation sites; posting clear signage in public spaces and along 40 sidewalk passages to help pedestrians navigate the neighborhood's narrow passages while maintaining safe distances from others; and distributing 50,000 masks to as many as 300 local businesses through donations from Fosun and the City of New York.

"New challenges require new tools" said Jessica Lappin, president of the Alliance for Downtown New York. "New Yorkers need to be able to safely move about within the district and be comfortable visiting local businesses, therefore our historic and walkable streets have to be clean, safe *and* healthy."

Sanitizing stations and signage began rolling out over the weekend of June 13/14 at more than 40 locations in the one square mile of Lower Manhattan. The Alliance will monitor and adjust placements as needed, and all high-contact physical surfaces will be disinfected and deep-cleaned on a regular basis.

Distribution of face masks will begin this week on a first-come, first-served basis to businesses within the Downtown-Lower Manhattan business improvement district. If a business within BID would like to request a delivery of masks, please contact the Alliance's Director of Storefront Engagement Heather Ducharme at hducharme@downtownny.com. Individuals seeking masks can find more information at <https://www1.nyc.gov/site/coronavirus/resources/facecoverings.page>.

The Alliance for Downtown New York extends great thanks to Fosun for its generous donations of the masks as well as the City of New York for its assistance.

10 Sanitizing Station Locations in Lower Manhattan

- R/W World Trade Center Station (NWC Park Pl/Church St)
- A/C/4/5 Fulton Street Station (SWC Dey St/B'way)
- A/C/4/5 Fulton Transit Center (SEC John St/B'way)
- A/C/2/3 Fulton Street Station (SWC Fulton/William Sts)

- 2/3 Wall Street Station (SEC Wall/William Sts)
- J Broad Street Station (NWC Wall/Broad Sts)
- 4/5 Wall Street Station (SWC Rector St/B'way)
- 4/5 Bowling Green Station (Bowling Green South Entrance)
- Staten Island Ferry Terminal (South Ferry Bus Loop)
- Coenties Slip Plaza and Park (Coenties Slip/Water St)

30 One-Way Sidewalks Including Passages Along:

- Nassau Street
- William Street
- Exchange Place
- Gold Street
- Cedar Street
- Rector Street

See map below for all locations.

Signage At 6 Public Spaces

- Bowling Green
- Water/Whitehall Plaza
- Coenties Slip Plaza and Park
- Mannahatta Park
- Albany Plaza
- the bump-out on Broad Street by Exchange Place

Additionally, the Alliance signed on as a partner with the Department of Transportation to support the citywide Open Streets program and, as of May 23, is helping to restrict vehicular traffic 11a–3p daily along Pearl Street from Cedar Street to Whitehall Street. This effort allows pedestrians and cyclists to use the full width of the streets, which gives more room for social distancing.

This clean streetscape project is part of a continuing effort by the Alliance to support the neighborhood's recovery. From educating local business owners about available funding opportunities and convening working groups, to communicating which businesses are currently open and spotlighting essential workers who are making a difference, the Alliance is actively working to help Lower Manhattan's business community. Efforts will continue through the recovery phase with dedicated marketing programs and initiatives to help turn the lights back on across the neighborhood.

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 downtownny.com

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