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## FOR IMMEDIATE RELEASE

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# Downtown Alliance Appoints Andrew Breslau as Vice President for Communications and Marketing

**New York, NY (February 13, 2013)** – The Alliance for Downtown New York, the city's largest Business Improvement District, today announced that accomplished public policy and media professional Andrew Breslau has been named Vice President for Communications and Marketing.

Mr. Breslau brings more than two and a half decades of experience in media, communications and government to the Downtown Alliance.

"We are delighted that Andy has joined us in this pivotal role," said Elizabeth H. Berger, President of the Downtown Alliance. "His years of experience and considerable accomplishments in public policy, government and media will bring a new dimension to the Downtown Alliance. We look forward to his guidance and leadership in helping communicate Lower Manhattan's message."

"I am thrilled to be joining the Downtown Alliance at this point in the district's history and evolution," said Mr. Breslau. "Getting the word out about the dynamism, potential and incredible array of assets this community has to offer its businesses, residents, and visitors is a tremendously exciting task."

Most recently, Andrew Breslau has served as President of The Nation Institute, where he oversaw all aspects of a range of programs that included a best-selling book imprint and an award-winning Investigative Fund, which supports groundbreaking investigative journalism and journalism Fellowships that funded up to 20 high-profile reporters each year.

Prior to joining the Institute, Mr. Breslau served as the Executive Director of City Futures, the parent organization of the public policy think tank the Center for an Urban Future and at the time *City Limits* magazine.

Previously, he worked for eight years at CNN as a senior manager and producer. Prior to CNN, he was the Director of Special Projects for the Democratic National Committee, where he handled press relations and organized artists and celebrities on behalf of the President and Democrats across the country during the 1996 election cycle. From 1990 to 1995, Mr. Breslau served as the Director of Public Affairs for Manhattan Borough President Ruth Messinger.

A graduate of Brandeis University with a BA in Politics, Mr. Breslau lives in Manhattan.

*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.*

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