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Lower Manhattan Featured on Over 20,000 International Delta Air Lines and Virgin America Flights



— *Sponsored by the Downtown Alliance and Featuring Introduction by Mayor Bloomberg, Promotional Video Highlights Lower Manhattan as World-Class Destination* —

New York, NY (August 1, 2011) – Lower Manhattan is showcased this month in “Delta Destinations,” an exclusive in-flight video series promoting the top destinations around the world in five-minute video features.

The piece, introduced by New York City Mayor Michael Bloomberg, features Lower Manhattan as a prime destination for visitors and a top location to live and do business. The feature takes passengers on a virtual tour of Lower Manhattan’s history, heritage and culture while promoting top area businesses and unparalleled neighborhood amenities.

“We are thrilled to share our growing, world-class community with people from around the globe” said Elizabeth H. Berger, President of the Alliance for Downtown New York. “Whether you are travelling for business or pleasure, Lower Manhattan has everything you are looking for in one square mile.”

“Lower Manhattan is a world-class destination, with stunning water vistas, monumental architecture, museums, parks, world-class shopping and dining – all set among the most famous historic attractions in America,” said Mayor Bloomberg. “With so much to see and do,

it's a great place to visit, and we're grateful to Delta and the Downtown Alliance for helping to showcase it."

Starting August 1st, the segment will air on more than 17,000 Delta domestic and international flights arriving at New York metro area airports, reaching more than 2.6 million passengers. The spot also air this month and next in Virgin America's RedHOT in-flight video program, reaching an additional 1 million passengers.

The promotional spot will air on Delta aircraft main screens and personal seatback screens. The episode will receive preferred placement of first segment in video programming line up and will be promoted in Delta's Sky Magazine. The Delta fleet is equipped with Wi-Fi and passengers will be able to log on to www.downtownNY.com/delta using their laptops or smart phones, creating the opportunity for immediate trip planning and booking.

Renowned Graphic Designer, Andy Jacobson [<http://andyjacobsonstudio.com>], a Lower Manhattan resident, served as a pro bono Creative Consultant for the video.

"We wanted the spot to focus on the array of opportunities in Lower Manhattan, said Andy. "With its dramatic growth over the last decade Lower Manhattan, in addition to its reputation as the business capital of the world, has gained a reputation for its cultural offerings, as well as its vibrant 24/7 community."

The Downtown Alliance reports that last year alone more than 9 million people visited Lower Manhattan, one million more than the previous year, and that millions more are expected to visit Lower Manhattan after the opening of the National September 11 Memorial in September this year.

Lower Manhattan also is home to more than 56,000 residents – more than double a decade ago – and more than 306,000 workers. Visitors can stay at one of 18 Lower Manhattan hotels, triple that number in the area 10 years ago, or visit more than a dozen museums and other cultural attractions.

Earlier this year, NYC & Company additionally announced the *Get More NYC: Lower Manhattan* campaign designed to showcase the recovery and revitalization of Lower Manhattan in the last decade. The year-long campaign encourages visitors to stay in Lower Manhattan's hotels, eat in its restaurants, shop in its stores and get a glimpse of all the neighborhood has to offer. You can learn more about that effort at www.nycgo.com.

You can learn more about Lower Manhattan events, and view Downtown Alliance research, at www.downtownny.com.

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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