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# Downtown Alliance Recognized with International Downtown Association Merit Award



**New York, NY (September 24, 2012)** – As part of its annual Downtown Achievement Awards, the International Downtown Association honored the Alliance for Downtown New York with a 2012 Downtown Merit Award for its excellence in marketing and online communication.

The submission, *Building an Anchor: DowntownNY.com* was among 10 qualified entries in the category of Marketing and Communication. With the goal to expand communication with Lower Manhattan constituents, the Downtown Alliance has implemented a variety of online communication channels to better connect with its 57,000 residents, 310,000 workers and 9 million annual tourists.

The driving force behind the Downtown Alliance's online communications is its website, [www.downtownny.com](http://www.downtownny.com), which is the central hub for all the services, programs, and resources the Downtown Alliance offers constituents. The website receives and drives traffic to all of the other communication channels, including accounts on Twitter, Facebook, LinkedIn, Flickr, FourSquare, as well as QR Codes, an active blog, and a mobile app.

"The IDA Downtown Merit Award recognizes the success of our revamped website, our popular social media outlets and our smart phone app 'Downtown NY' – all of which allow us to better showcase Lower Manhattan as a destination of choice," said Elizabeth H. Berger, president of the Downtown Alliance.

"The Downtown Alliance's submission received the IDA Merit Award for delivering excellence in downtown management", said David Downey, IDA President and CEO. "Each year the IDA Awards Jury recognizes organizations that utilize best practices in our industry. DowntownNY.com is a shining example of excellent downtown management that delivers real results."

The Washington, D.C. based International Downtown Association (IDA) is a champion for vital and livable urban centers and strives to inform, influence, and inspire downtown leaders and advocates. With 550 members and thousands of friends, IDA is a guiding force in creating healthy and dynamic centers that anchor the well-being of towns, cities, and regions.

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*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.*

