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FOR IMMEDIATE RELEASE

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Downtown Alliance Attends Launch of J&R Jr. Children's Store in Lower Manhattan



Downtown Alliance President Liz Berger speaks at J&R Jr. Ribbon Cutting

New York, NY (February 13, 2012) – Alliance for Downtown New York President Elizabeth H. Berger joined J&R Co-CEOs Joe and Rachelle Friedman and their son Jason to launch the new J&R Jr. super-boutique store.

"Lower Manhattan is one of the world's best known business addresses, an international tourism destination and family central," said Berger, President of the Downtown Alliance. "For over 40 years, J&R has been one-stop shopping for the latest and best in consumer and electronic goods. With J&R, Jr., J&R's new baby and child emporium, workers, visitors and residents will have another great reason to shop in Lower Manhattan."

More than 25,000 people lived in Lower Manhattan in early 2001. The population grew to 44,700 people in 2007, and since then, Lower Manhattan's population has grown to beyond 57,000 people, and soon will reach 60,000 – all south of Chambers Street.

A recent Downtown Alliance survey demonstrated Lower Manhattan's continued transformation into a thriving, mixed-use neighborhood whose residents continue to put down roots. The survey found that 87 percent of respondents said that the area's overall quality of life was a key reason for choosing to live in Lower Manhattan, and nearly half of residents – 47 percent – owned their apartments.

The new store was conceived by J&R Executive Vice President Jason Friedman. Jason, the son of Joe and Rachelle Friedman (the original "J" and "R") was nicknamed "J&R Jr." J&R Jr. is a 15,000-square-foot, one-stop shopping and social destination for the community, families and kids at 1 Park Row, co-located with other J&R stores along Park Row and across from New York City Hall.

J&R Jr. - catering to children up to nine years old - will carry hundreds of items, from GPS-equipped strollers to car seats to kid-sized musical instruments and kid-friendly laptops and iPads.

City Council Member Margaret Chin, Borough President Scott Stringer, NYC & Company President and CEO George Fertitta, and Community Board 1 Chairperson Julie Menin also attended the announcement.

To watch video and view photos from the event please go to:

- Video: <http://www.youtube.com/user/TheDowntownAlliance?feature=mhee>
- Video: <http://www.flickr.com/photos/downtownny/6875671233/>
- Photos: <http://www.flickr.com/photos/downtownny/sets/72157629303654805/with/6870486807/>

For more information, visit www.jr.com/jr.

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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