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**FOR IMMEDIATE RELEASE**

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## **Downtown Alliance and Association for a Better New York Host National September 11 Memorial & Museum President/CEO Joe Daniels**



**New York, NY (May 5, 2011)** - The Alliance for Downtown New York and the Association for a Better New York held a breakfast meeting at which Joe Daniels, President & CEO of the National September 11 Memorial & Museum, was the guest speaker on Thursday, May 5, 2011.

Robert R. Douglass, Chairman of the Downtown Alliance, delivered opening remarks, stating: "The memorial, which opens this year, and the museum, which opens next year, will draw millions of new visitors to Lower Manhattan. When completed, the site will become the heart and soul of Downtown: a fitting memorial for those who perished and a tribute to the resilience and strength of New Yorkers."

Mr. Daniels discussed the opening of the 9/11 Memorial in September 2011 and logistics for managing the millions of expected visitors. He also provided an update on the ongoing construction of the 9/11 Memorial Museum, and announced the Memorial Names Layout at the site.

View photographs from the event at the Downtown Alliance's Flickr site at <http://www.flickr.com/photos/downtownny/sets/72157626653664714/>.

If you would like information on the Memorial, visit <http://www.911memorial.org/>. For further information on the Downtown Alliance, visit [www.downtownny.com](http://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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