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**FOR IMMEDIATE RELEASE**

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## **Downtown Alliance Announces “Lower Manhattan Love Story” Contest**

*Grand Prize Includes Free Dinner at Wall & Water and Weekend Stay at the Andaz Wall Street*



**New York, NY (January 11, 2012)** – A romantic dinner at a neighborhood restaurant. A walk along the promenade in Battery Park City. A blind date that led to a lifetime of happiness. So many special moments can be captured in the one-square mile that is Lower Manhattan. So why not share the love – and be eligible to win a prize? The Downtown Alliance proudly announces the Lower Manhattan Love Story, a chance for anyone to tell the Downtown Alliance how they feel in love in – or with – Lower Manhattan.

As Valentine’s Day approaches, the Downtown Alliance would like to hear New Yorkers’ stories in less than 500 words. Assembled is a prestigious panel of Lower Manhattan judges who will pore through all contest entries and determine the best “love” story.

“Lower Manhattan is easy to love. With 400 years of history and innovation, it’s distinctive, romantic, and has something for everyone,” said Elizabeth H. Berger, President of the Downtown Alliance. “Lower Manhattan Love Story is designed to showcase the community’s special hotels, retailers, restaurants and attractions with a Valentine’s Day twist; I can’t wait to hear about how people fall in love and what Lower Manhattan’s got to do with it!”

What are we looking for? Personal accounts of how residents, employees or visitors met their life partner in Lower Manhattan, moved to the neighborhood because it was so special, or feel head-over-heels in love with a park, view, or any other spot.

And because this is all about love, the Downtown Alliance has the ideal prize: a dinner for two at the upscale [Wall & Water](#) restaurant and a one-night weekend stay at the [Andaz Wall Street](#) hotel. Plus, [Greenwich Jewelers](#) is providing a \$250 gift certificate to its store. And, the [Downtown Express](#) – our neighborhood’s premier local newspaper – will feature the winner(s) in an upcoming issue.

The “Love Story” judges are:

- ♥ *Toni Hinterstoisser, General Manager, Andaz Wall Street*
- ♥ *Melissa Andreev, President, FiDi Association, Manager of La Maison du Chocolat*
- ♥ *Christina Gambale, Owner, Greenwich Jewelers*
- ♥ *Sara Cancellaro, General Manager, Flowers of the World*

The contest ends on February 8, 2012. Please email entries to [ContactUs@DowntownNY.com](mailto:ContactUs@DowntownNY.com) with the subject line “Lower Manhattan Love Story” or mail entries to Downtown Alliance, Att.: Lower Manhattan Love Story, 120 Broadway, Suite 3340, NY, NY, 10271. All entries must be received by midnight on February 8. Judges will select a winner before Valentine’s Day.

*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.*

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