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## **Downtown Alliance's Free Mobile App to Provide Updates on 9/11-Related Events, Programming and Ceremony**

**New York, NY (September 1, 2011)** – The Alliance for Downtown New York today announced its new, free mobile app will provide updates on events, programming and ceremony details concerning the 10th anniversary of the September 11<sup>th</sup> attacks.

The new on-the-go application – available in Apple's iTunes App Store by searching for "Downtown NY", "Downtown NYC" or "Downtown Alliance" – will offer up-to-date alerts about road closures, ceremonies, events, and other important information over the coming week.

"While this mobile app was primarily designed to serve as a conduit to events and activities in Lower Manhattan, we feel it's essential to provide the latest available information about 9/11," said Jeff Simmons, Senior Vice President at the Downtown Alliance.

Last week, the Downtown Alliance used the new app to provide a stream of updates to keep Lower Manhattan residents, visitors, property owners and works informed about Hurricane Irene.

The app is designed to offer subscribers year-round information on local recreational, cultural, and culinary events happening below Chambers Street. The app is supported by iPhone and iPad platforms.

Over the next week, as well, the Downtown Alliance will provide updates about 9/11 through its Twitter site - [@DowntownNYC](https://twitter.com/DowntownNYC) - Facebook page, [www.facebook.com/Downtown.Alliance](http://www.facebook.com/Downtown.Alliance), and on its website, at [www.downtownny.com](http://www.downtownny.com).

*The Alliance for Downtown New York is the principal organization providing Lower Manhattan's historic financial district with a premier physical and economic environment, advocating for businesses and property owners and promoting 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.tg*

