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## Downtown Alliance Launches Free Mobile Event App on Lower Manhattan; Will Include Hurricane Irene Updates This Weekend



**New York, NY (August 26, 2011)** – The Alliance for Downtown New York today launched a free mobile app on events and activities in Lower Manhattan. This weekend, the app will help notify New Yorkers about important information regarding Hurricane Irene.

The new on-the-go application – available in Apple’s iTunes App Store by searching for “**Downtown NY**” – will offer up-to-date information about Hurricane Irene’s impact on the area, including notifications about evacuations, transit service and power outages.

“While this mobile app was primarily designed to serve as a conduit to events and activities in Lower Manhattan, we feel it is an important public service to provide the latest available information about Hurricane Irene,” said Jeff Simmons, Senior Vice President at the Downtown Alliance.

Much of the southern Manhattan coastline, including Battery Park City, lies in Zone A, an area with the highest risk of flooding. The Downtown Alliance joins federal, state and city officials in encouraging New Yorkers to be prepared.

The app, in addition to providing relevant emergency updates this weekend, 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.

The Downtown Alliance will provide updates through its mobile application, its Twitter site - @DowntownNYC - Facebook page, [www.facebook.com/Downtown.Alliance](http://www.facebook.com/Downtown.Alliance), and [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.*

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