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**FOR IMMEDIATE RELEASE**

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## **Alliance for Downtown New York Announces Opening of New Visitor Center at Pier A**

*New center will further extend The Alliance's reach to Lower Manhattan's 12.4 million visitors*

(April 27, 2015) – The Alliance for Downtown New York today announced the opening of its visitor center at one of Lower Manhattan's newest attractions, Pier A. With tourism booming, Pier A is expected to draw [number?] of visitors in the coming year. Last year, Lower Manhattan welcomed 12.4 million tourists, an increase of 30% from the previous year.

"The Downtown Alliance is incredibly excited to be a part of Pier A's reimagining and to see this incredibly significant historical landmark taken into its next era," said Alliance for Downtown New York President Jessica Lappin. "Visitor services are an important part of the Alliance's work and we are thrilled to extend our reach to even more of Lower Manhattan's visitors at this newest center, in one of the district's most impressive destinations."

The visitor center will be open seven days a week, from 8 am to 6 pm, except for major holidays. The center will be staffed by Downtown Alliance employees, who will provide answers to visitor questions and guidance on Lower Manhattan offerings and attractions. Additionally, the center will be equipped with interactive kiosks, where visitors can obtain information about the area.

The Downtown Alliance has been providing information to Lower Manhattan's visitors for more than ten years and currently operates visitor kiosks at the South Street Seaport, Bowling Green and 7 World Trade Center. Last year alone, the Alliance assisted 1.2 million visitors and provided them with nearly 500,000 pieces of collateral on behalf of Lower Manhattan museums and attractions.

### **About The Alliance for Downtown New York**

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. 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. For more information visit [www.downtownny.com](http://www.downtownny.com)

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