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ALLIANCE FOR DOWNTOWN NEW YORK LAUNCHES 2015 #GETLOW PROMOTIONAL CAMPAIGN WITH 32 TOP LOWER MANHATTAN RESTAURANTS

FROM NEW TO OLD: SOCIAL MEDIA CAMPAIGN OFFERS CHANCE TO WIN 4-DAY TRIP TO “OLD AMSTERDAM” AFTER ENJOYING SOME OF THE BEST “NEW AMSTERDAM” HAS TO OFFER

(May 19, 2015) – The Alliance for Downtown New York today announced a new promotional campaign for this summer, “#GETLOW Tuesdays.” The program, which will begin on May 26th, will provide a 20 percent discount at nearly three dozen Lower Manhattan restaurants. In addition, participants who share the program using social media will be entered to win a four day, three night trip to Amsterdam.

“Lower Manhattan’s dining scene continues to grow more and more exciting with each passing week,” said Downtown Alliance President Jessica Lappin. “We’re excited that this campaign will offer New Yorkers and visitors alike the chance to have a great meal at a really great price. Whether it’s a lobster roll by the seaport, a meal at the iconic Harry’s or a much talked about ramen burger, #GETLOW Tuesdays are a chance to enjoy some of the best food Lower Manhattan has to offer.”

The program, created by the Downtown Alliance, will be driven by an aggressive social media component. Participants are encouraged to utilize 11 social media platforms to spread the word about the program, using the hashtag #GETLOW. Available platforms include: Twitter, Facebook, Instagram, YouTube, Google+, Vine, Snapchat, Foursquare, Flickr, Pinterest and Tumblr. More information on the program can be found at <http://getlownyc.com>.

Participating restaurants are: 121 Fulton Street; Atrio Wine Bar | Restaurant; Barbalu Restaurant; Bavaria Bierhaus; Beckett’s; Blackhound Bar; Church & Dey; Cowgirl SeaHorse; Da Claudio Ristorante & Salumeria; Dina Rata; The Dubliner; Felice 15 Gold Street; Financier Patisserie; Fresh Salt; GRK; Harry’s Café and Steak; Industry Kitchen; Lonestar Empire; Lumpia Shack; Mad Dog & Beans Mexican Cantina; Merchants River House; Nelson Blue; Pound & Pence; Ramen Burger; Red Hood Lobster Pound; St. George Tavern; Schnitz; Seaport Smorgasburg; Smorgas Chef; SouthwestNY Restaurant; Stone Street Tavern; and Watermark Bar & Lounge. The campaign is also receiving support from the Millennium Hilton and Hilton Amsterdam.

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

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