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DOWNTOWN ALLIANCE ANNOUNCES *GAME ON!* 2015 SUMMER BLOCK PARTY FEATURING LIVE MUSIC, INTERACTIVE GAMING AND OUTDOOR MOVIES

Programming lineup will include live music by The Golden Pony and Panama Wedding and custom games from Kill Screen and Playmatics

(June 2, 2015) – The Alliance for Downtown New York will be taking over Water Street this summer with a series of block parties that will feature unique experiential games as well as some classic favorites, some of the city’s best food trucks, live DJ and musical performances and a movie series at one of Manhattan’s best outdoor locations. The events will run on June 17th, July 8th, August 12th and September 9th, and will start at 5pm. More information can be found at <http://downtownny.com/gameon>.

“We’re thrilled to bring back Game On! for a second year – and with such exciting new programming this year,” said Downtown Alliance President Jessica Lappin. “Water Street is the place to be this summer – whether it’s enjoying some outstanding food and drink, playing some completely new and inventive games or dancing to fun music under the summer sky. We’ll be bringing a party to the streets of Lower Manhattan, and it’s not to be missed!”

DJ and live music will kick off each evening’s events, at Water Street and Gouverneur Lane. The first night will feature The Golden Pony mixing beats and a live performance Panama Wedding. An outdoor movie series, by Rooftop Films, will begin at 8:30 each night on the Elevated Acre at 55 Water Street, with screenings centering on a game theme or storyline, including *The Karate Kid* and *Rudy*.

Kill Screen, a videogame arts and culture company, best known for their groundbreaking *Arcade* at the Museum of Modern Art, will be creating a unique experience for Game On! participants, utilizing the best titles from the world’s biggest game makers. Playmatics, which creates digital and real-world interactive game experiences, is creating a unique interactive game of collaboration, team work and movement. Additional games will include shuffleboard by Royal Palms Shuffleboard Club, Jeopardy, cornhole, life-size Jenga and Pictionary sponsored by LMHQ, Lower Manhattan’s newest home for innovation and collaboration.

Featured food will include Red Hook Lobster Pound, Sweet Chili, Cool Haus ice cream and more. Lower Manhattan’s own Cedar Local will be providing a series of beer trucks and beverages.

The program is produced by the Downtown Alliance with creative contributions from Auster Agency and support from: 55 Water, 75 Wall Residences, Andaz Wall Street, Cedar Local, FIT + LOVE, Gregory’s Coffee, Kill Screen, LMHQ, New York Water Taxi, Pink Sparrow, Playmatics, Rooftop Films, Royal Palms Shuffleboard Club, RXR, Time Out New York, We Work and Yelp.

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