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Alliance for Downtown New York Unveils New Website

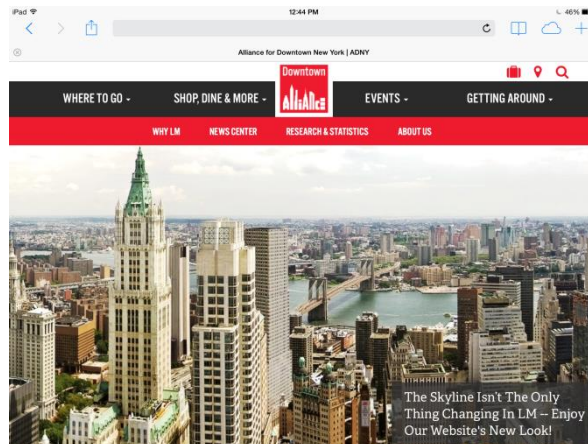
With new features & improved interface, redesign provides users with enhanced experience and access to Lower Manhattan information

(October 21, 2015) – The Alliance for Downtown New York today unveiled its newly redesigned and improved website. The changes, which were done four years since the last redesign, create a greatly improved experience for users seeking information about Lower Manhattan. The site can be viewed at <http://www.downtownny.com>.

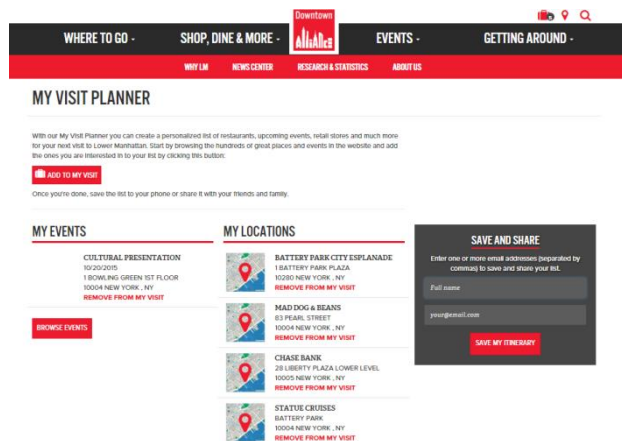
“The Alliance is excited to share all that Lower Manhattan has to offer with this new and greatly improved tool,” said Downtown Alliance President Jessica Lappin. “We hope that everyone who comes to the site will find it easy to use, chock full of useful information and a great resource for finding a place to visit and exploring our great neighborhood in every way possible.”

Specific changes and improvements include:

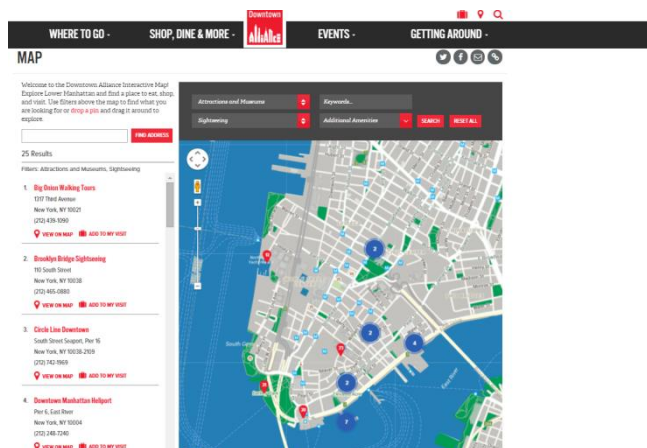
Mobile optimization – The new website is mobile optimized, which will provide access to users regardless of the type of device they use. The site will be clearly viewable on smartphones, tablets and desktop computers.



New My Lower Manhattan tool – This new tool will allow users to save events, retailers, attractions and dining and nightlife locations. They can then map and list them and share with friends and family via email.



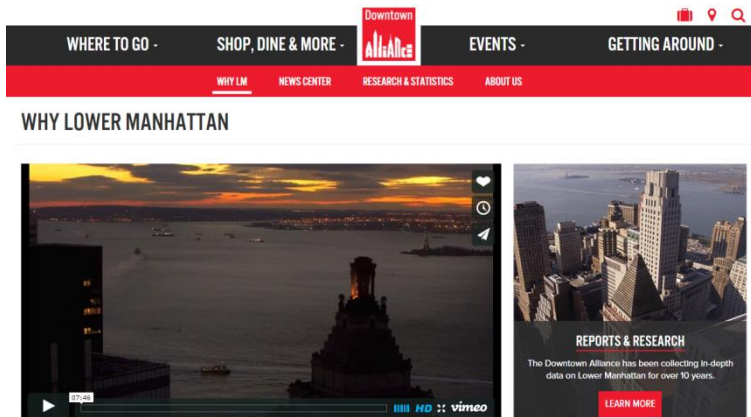
Improved interactive map – With improved functionality, the interactive map is now clearer to read and navigate.



Better access to research reports – Research reports are now easier to read on screen and can be viewed and paged through in a virtual format that is identical to a hard copy.



Featured multimedia content – The new site features a library of beautiful HD multimedia content, including an image gallery, a series of video testimonials from a host of industry leaders and video narrative – all explaining why Lower Manhattan is the place to be.



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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