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Downtown Alliance Offers Lunchtime Holiday Shopping Ideas in the District

Busy Downtown Shoppers Can Complete Holiday Shopping in One Hour

NEW YORK, November 22, 2009 — The Alliance for Downtown New York has released a series of lunchtime holiday shopping trips for time-strapped shoppers seeking to complete their holiday gift purchases during lunch hour.

The itineraries – which offer options for every budget and shopping list – suggest quick, easy ways to get holiday shopping done on a work day in Lower Manhattan.

The shopping packages are part of the Downtown Alliance's comprehensive Holiday Marketing initiative, which shows what insiders know: that Lower Manhattan is a holiday shopping and dining destination.

Each itinerary is designed so that all stores are within walking distance of a central location.

Wall Street Luxury: includes Tiffany at 37 Wall Street, Thomas Pink at 63 Wall St., Tumi at 67 Wall St., La Maison du Chocolat at 63 Wall St., BMW at 67 Wall St. and Hermes at 15 Broad St.

Extraordinary Value: Includes J&R Music World at 23 Park Row, Century 21 Department Store at 22 Cortlandt St., Samuel's Hats at 72 Nassau St., The Bag Shoppe at 63 Nassau St. and Men's Warehouse at 115 Broadway.

By-the-Bull: Centered around Bowling Green Park. Includes Daffy's at 50 Broadway, Christopher Norman Chocolates at 60 New St., World of Golf at 74 Broad St. and California Wine Merchants at 15 Bridge St.

Front Street Finds: Centered around historic Front Street and the South Street Seaport. Includes AKO Store and Design Studio at 207a Front St., Firefly Children's Boutique at 224 Front St., Provisions at 150 Beekman St. and Coach at 193 Front St.

It's All Here: includes Century 21 Department Store at 22 Cortlandt St., Sephora at 150 Broadway, Modell's Sporting Goods at 150 Broadway, Pylones at 183 Broadway and Greene Grape at 55 Liberty St.

Connection Convenience: Includes stores reachable on the new northern extension of the Downtown Alliance's free bus service, the Downtown Connection. Visit Babesta at 66 West Broadway, Mysterious Bookshop at 58

Warren St., Korin at 57 Warren St. and Bed Bath & Beyond and Whole Foods – both at 270 Greenwich St.

The holiday retail campaign also includes a special promotion, Downtown for the Holidays. From Monday, Dec. 7, through Friday, Dec. 11, shoppers can visit participating stores for a free holiday gift with a purchase, and a select group of restaurants for a free dessert or appetizer with a dinner entrée purchase.

Additionally, the Downtown for the Holidays promotion includes a sweepstakes for a grand prize of a \$500 American Express Gift Card and two first prize winners will receive a \$100 American Express Gift Card. There is no purchase necessary to enter or win.

“Lower Manhattan is a holiday shoppers’ dream, with more than 1,000 shops and restaurants within walking distance of the office, home and tourist attractions.” said Elizabeth H. Berger, president of the Alliance for Downtown New York. “Whether you work, live, or are visiting Lower Manhattan, there’s something special here for everyone on your list.”

The Downtown Alliance’s Web site provides information and links to a wide variety of holiday-related events, activities and venues throughout Lower Manhattan, including the popular annual New York Stock Exchange Tree Lighting ceremony, and Battery Park Ice, a new outdoor rink at the northern end of Battery Park City. For comprehensive directories of Lower Manhattan retailers, restaurants and holiday events, visit www.downtownny.com.

The mission of the Alliance for Downtown New York is to be the principal organization that provides Lower Manhattan's historic financial district with a premier physical and economic environment, advocates for businesses and property owners and promotes 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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