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## **Downtown Alliance President Elizabeth H. Berger, Museum Officials Unveil Downtown Culture Pass**

*-Ticket Will Offer Three-Day Unlimited Access to Lower Manhattan Museums-*



*Downtown Alliance President Elizabeth H. Berger spoke at the Museum of American Finance Wednesday.*

**New York, NY (November 3, 2010)** — Downtown Alliance President Elizabeth H. Berger joined several Lower Manhattan museum officials Wednesday at the Museum of American Finance to unveil the Downtown Culture Pass—a three-day ticket that provides admission, shop discounts and other benefits at eight Lower Manhattan museums plus historic tours from Wall Street Walks. The seasonal deal runs through February 28.

“Lower Manhattan is rich in history, culture and the arts, and we’re delighted that these world-class museums have developed a convenient and affordable single-ticket experience,” Berger said. “We share Mayor Bloomberg’s goal of 50 million tourists by 2012, and programs like this one will go a long way toward achieving that benchmark.”

With 17 hotels, more than 1,000 restaurants and retailers, and unique waterfront parks all in one walkable square mile, Lower Manhattan is a great place to visit. The Downtown Culture Pass adds to that allure and is another reason to turn a daytrip into a full-fledged vacation.

Participating organizations include the Fraunces Tavern Museum, Museum of American Finance, Museum of Jewish Heritage, National Museum of the American Indian, The New York City Police Museum, 9/11 Memorial Preview Site, The Skyscraper Museum, Tribute WTC Visitor Center and Wall Street Walks.

For the single price of \$25 for adults (18+), \$15 for youths (13-17) and \$5 for children (6-12), the Downtown Culture Pass will grant each ticket holder unlimited admission and/or other discounted benefits for three full days to any and all participating museums, plus discounted tours conducted by Wall Street Walks. The pass may be purchased online at [www.downtownculturepass.org](http://www.downtownculturepass.org), or in person at the Museum of American Finance or the Museum of Jewish Heritage.

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