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## **Downtown Alliance Lights Up Lower Manhattan with Shooting Stars for the Holidays**



Photo credit: Downtown Alliance  
*Downtown Alliance shooting stars along Nassau Street.*

**New York, NY (December 1, 2010)** — The Alliance for Downtown New York is lighting up Downtown for the holidays.

The business improvement district for Lower Manhattan installed 217 shooting stars and star clusters last weekend in time for the holiday season. The 161 shooting stars and 56 star clusters are strung up throughout the district and will remain up until the first week in January.

“Every holiday season, we try to do a little something extra to brighten the season for our 300,000 workers, 55,000 residents and six million annual visitors,” said Elizabeth H. Berger, President of the Downtown Alliance. “Happy Holidays to everyone Downtown!”

The fixtures—custom-designed for the Downtown Alliance in 1996—are owned and maintained by the organization.

*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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