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**FOR IMMEDIATE RELEASE**

## **Downtown Alliance Appoints Robin Schatell Executive Director of River To River Festival**

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**New York, NY, February 3, 2010** — The Alliance for Downtown New York has appointed Robin Schatell as Executive Director of the annual River To River Festival in Lower Manhattan, according to Elizabeth H. Berger, President of the organization.

“The eyes of New York City’s arts scene are drawn to Lower Manhattan and the River To River Festival every summer,” Berger said. “Robin Schatell will add a new dimension to Downtown’s signature free summer arts festival, continuing to bring the work of hundreds of performing artists to hundreds of thousands of eager audiences in distinctive Lower Manhattan locations.”

Founded in 2002, the River To River Festival was first conceived as a unique way to bring people back to Lower Manhattan. American Express is the founding title sponsor of the Festival, which is run by the Downtown Alliance. World-class programming is provided by arts>World Financial Center, Battery Park City Authority, Lower Manhattan Cultural Council, the Port Authority of New York and New Jersey, and South Street Seaport Marketplace.

The Festival, which takes place from June through August in a variety of public venues south of Chambers Street from “river to river,” has made a powerful artistic and economic impact in Lower Manhattan. “Now in its ninth year, River To River’s enduring popularity has helped Lower Manhattan live up to its potential as a 24/7 neighborhood,” said Cherrie Nanninga, Chair of the Lower Manhattan Cultural Council. “We are confident that Robin’s vision for the festival will make it even more successful.”

Schatell brings considerable experience in outdoor arts presenting to River To River. Since 2005, she has directed Riverside Park programming for the New York City Department of Parks and Recreation, leading the Summer on the Hudson festival, and has independently produced the Museum Mile Festival along Fifth Avenue, the High Five on Fifth Arts Festival, and arts programming at the 92<sup>nd</sup> Street Y. She holds a bachelor of fine arts degree from the Mason Gross School of the Arts at Rutgers University.

*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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