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FOR IMMEDIATE RELEASE

Downtown Alliance Wants to Keep the Music Playing Downtown

—Sing for Hope piano will stay all summer on Broad Street—



The piano is located in the pedestrian plaza on Broad Street between Exchange Place and Beaver Street.

New York, NY, July 12, 2010 – The [Alliance for Downtown New York](#) wants to keep the music playing in Lower Manhattan, and has arranged for a piano to remain Downtown until August 1 for the public to play for free.

The piano was initially used for [Sing for Hope](#)'s successful "[Play Me, I'm Yours](#)" program, which put 60 pianos in New York City parks and public spaces for two weeks. The program ended on July 5th, but the pianos proved so popular that the Alliance for Downtown New York worked with the [New York City Department of Transportation](#) to keep one outside through July.

“Sing for Hope’s program was such a musical success Downtown that we want to give more visitors, workers and residents a chance to tickle the ivories,” said Elizabeth H. Berger, President of the Downtown Alliance. “Now there’s no reason not to practice in Lower Manhattan!”

The piano has moved to an expanded pedestrian space in front of [25 Broad St.](#); the spot was created as part of the City’s [New York Stock Exchange Security and Design Enhancement Project](#) and funded by the [Lower Manhattan Development Corporation](#). Earlier this summer, the Downtown Alliance lined the space with tables and chairs, which are available from 7 AM to 7 PM Monday through Friday. The upright piano is available from 8 AM to 8 PM seven days a week through July 31.

“The piano immediately elevates the character of this pedestrian area, giving workers, visitors and residents alike a new way to enjoy the sights and sounds of this storied neighborhood,” said Luis Sanchez, the Department of Transportation’s Commissioner for Lower Manhattan. “We’re excited to partner with the Alliance on this creative approach to the streetscape.”

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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