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FOR IMMEDIATE RELEASE

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Downtown Alliance Kicks Off Game On! Block Party Series with NYC Football Club, CompleteBody, DJ Hesta Prynn + More



NEW YORK (June 29, 2016) – The Alliance for Downtown New York kicks off the third annual Game On! block party series on Wednesday, July 13 with games, drinks and music taking over the intersection of Coenties Slip and Water Street. The event runs for four consecutive Wednesdays: July 13, July 20, July 27 and August 3, from 12-8 p.m. (Rain dates: August 10 & 17). More information can be found at <http://downtownny.com/gameon>.

“Game On! is a great reason to get outside and celebrate summer,” said Downtown Alliance President Jessica Lappin. “We encourage everyone to come out, meet new friends, play a few games and just have fun Downtown.”

Physical fitness challenges kick off each week at noon and will include: CompleteBody gym instructors hosting two free CompleteBody Xross Training (CBXT), 1,000-calorie-burning workouts using the TRX suspension training system (12:30 & 5:30 p.m.), and strength and endurance challenges with their TRX suspension training straps; New York City Football Club’s Kick Tunnel, where people can pit their soccer skills against the club’s professional staff; and a Basketball Arcade with free-throw challenges and trivia to be hosted by non-profit Assist NYC and partner organizations SEED Project, KEEN New York, St. Mary’s Hospital, and the Brooklyn Youth Sports Club. Additional summer sports-themed activities will include Shuffleboard, Bocce Ball, Foosball, Ping Pong and Cornhole.

After 5 p.m., La Dama and Le Pain Quotidien will open beer gardens on the block just in time for each night's music set from local DJs. This year's music lineup features former Northern State MC DJ Hesta Prynne (7.13), The Golden Pony, who returns for their second year with vintage pop-track remixes (7.20), NYC duo The Fancy Cats (7.27) and Brooklyn native DJ Zev (8.03).

Game On! is produced by the Downtown Alliance with creative contributions from Auster Agency and additional support from: LMHQ, Time Out New York and Yelp.

The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, 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. For more information visit www.downtownny.com

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Check back soon for more details!

GET YOUR SUMMER ON.

GAME ON!

WATER ST

SUMMER BLOCK PARTIES
GAMES, MUSIC AND DRINKS

Games start on Wednesdays at 12 P.M.
Drinks and music begin at 5 P.M.

JULY 13
JULY 20
JULY 27
AUGUST 3

At Coenties Slip & Water Street
12 P.M. to 8 P.M.
Rain dates
August 10th, August 17th

Partners: 