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FOR IMMEDIATE RELEASE

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PGA, NYCFC + SoulCycle Confirmed for Game On! Block Party Series to Kick Off in Lower Manhattan on July 12



NEW YORK (June 27, 2017) – The Alliance for Downtown New York kicks off the fourth annual Game On! block party series on Wednesday, July 12 with games, drinks and music taking over the plaza at Coenties Slip and Water Street. The event runs for four consecutive Wednesdays: July 12, July 19, July 26 and August 2, from 12-8 p.m. (Rain date: August 9). More information can be found at <http://downtownny.com/gameon>.

"We created Game On! for you to have some summer fun while meeting your neighbors along Water Street," said Downtown Alliance President Jessica Lappin. "This event just keeps growing, and this year we're thrilled to have the PGA, NYC Football Club and SoulCycle on board. We're not accepting any excuses or rain checks. So we hope you will come out and play!"

All day activities at Game On! will include:

- The **PGA Putting Green**, where you can work on your swing, enter to win tickets to the upcoming President's Cup in Liberty National Golf Club in Jersey City, and see the Cup itself;
- **New York City Football Club's Kick Tunnel**, a spot to pit your soccer skills against the club's professional staff to win some great prizes and enter to win signed memorabilia;

- **SoulCycle Station**, a chance to learn all about how membership works and what makes the bikes unique; all in addition to traditional games like;
- Basketball Arcade, Shuffleboard, Foosball, Ping Pong and Cornhole.

After 5 p.m., **La Dama** and **Le Pain Quotidien** will open their evening beer gardens while Brooklyn's **DJ Zev** will spin an eclectic and energetic mix of tunes.

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

About the Alliance for Downtown New York

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

GET YOUR SUMMER ON.

#DowntownWhat'sUp

GAME ON!

WATER ST

SUMMER BLOCK PARTIES
GAMES, MUSIC AND DRINKS
DowntownNY.com/GameOn

Check the website for featured DJs and programs.
Games start on Wednesdays at 12 P.M.
Drinks and music begin at 5 P.M.

JULY 12
JULY 19
JULY 26
AUGUST 2

At Coenties Slip & Water Street
12 P.M. to 8 P.M.
Rain date
August 9th

To find the details on free fun go to DowntownNY.com/GameOn

Partners: LM, [Logos], [Logos], [Logos], [Logos], [Logos]

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