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## **Alliance for Downtown New York Work Recognized by the International Downtown Association**

*Earns Award of Excellence and two Certificates of Merit in Urban Place Management*



**NEW YORK (September 15, 2017)** - The Alliance for Downtown New York earned three awards from the International Downtown Association for its work on the summer block party series Game On!, its professional community space LMHQ and the recent food video series "What's Cooking" at this week's 63rd Annual Conference and Tradeshow in Winnipeg, Canada.

"Game On!" won an Award of Excellence for transforming and revitalizing Lower Manhattan's Water Street with block parties that have brought people, games, music, food and drink to the area for three years running. The summer series has not only been successful in bringing tens of thousands of people together in some of Lower Manhattan's most underutilized public spaces but it also vividly displays the area's potential.

LMHQ won the IDA Certificate of Merit for successful marketing efforts and strategies to recruit and retain businesses. LMHQ is a community-oriented resource created by the Downtown Alliance to grow the creative and entrepreneurial community of Lower Manhattan through collaborative opportunities and programs that inform and inspire. The space inhabits a state-of-the-art, 12,500 square foot facility designed to provide an affordable resource for burgeoning sectors.

Also recognized was "What's Cooking", the Alliance's ongoing food video series, which earned an IDA Certificate of Merit in the Marketing and Communications category. The series is an initiative that enlists the biggest names in Lower Manhattan's growing food scene to explore the neighborhood's popular spots. To date, the Alliance has filmed short videos with Mario Batali and Daniel Boulud, among others.

**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](http://www.downtownny.com)*

**About IDA**

*The International Downtown Association is the premier organization for urban place professionals who are shaping and activating dynamic city center districts. Our members are city builders and downtown champions who bring urban centers to life, bridging the gap between the public and private sectors. We represent an industry of more than 2,500 place management organizations, employing 100,000 people throughout North America and growing rapidly around the world. Founded in 1954, IDA is a resource center for ideas and innovative best practices in urban place management. For more information, visit [downtown.org](http://downtown.org).*

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