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FOR IMMEDIATE RELEASE

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Downtown Alliance Expands Innovative Solar-Powered Trash Compaction Program in Lower Manhattan

16 Hi-Tech Solar Waste Stations Will Hold Five Times More Waste as Standard Garbage Bins, Reducing Accumulation of Sidewalk Litter Bags

New York, NY (March 14, 2013) – Following the success of the Downtown Alliance’s on-street trash compaction pilot program, 16 [BigBelly](#) Solar Stations are now collecting Lower Manhattan litter at highly trafficked intersections around the district. Able to hold five times more than regular receptacles, BigBelly Solar Stations provide on-site trash compaction driven by solar power and remotely monitored via wireless technology.

“Lower Manhattan’s 60,000 residents, 310,000 workers and 11 million annual tourists have a new way to dispose of their trash – 16 new ways to be exact!” said Joseph Timpone, Senior Vice President of Operations for the Alliance for Downtown New York. “Lowering fuel emissions and streamlining sanitation services by compacting the litter, the BigBellies in our pilot program were a *big* success in reducing the amount of bags needed to collect waste and lowering the number of bags that pile up on our busy sidewalks. We are thrilled to build upon the success of our pilot throughout the district.”

During the four-month pilot launched in October, Downtown Alliance Operations staff reported that the five pilot BigBelly Solar Stations significantly reduced the number of on-street bags of litter. These solar compactors, equipped with electronic monitoring technology, also saved Alliance Sanitation workers trips by sending real-time email alerts when receptacles became full.

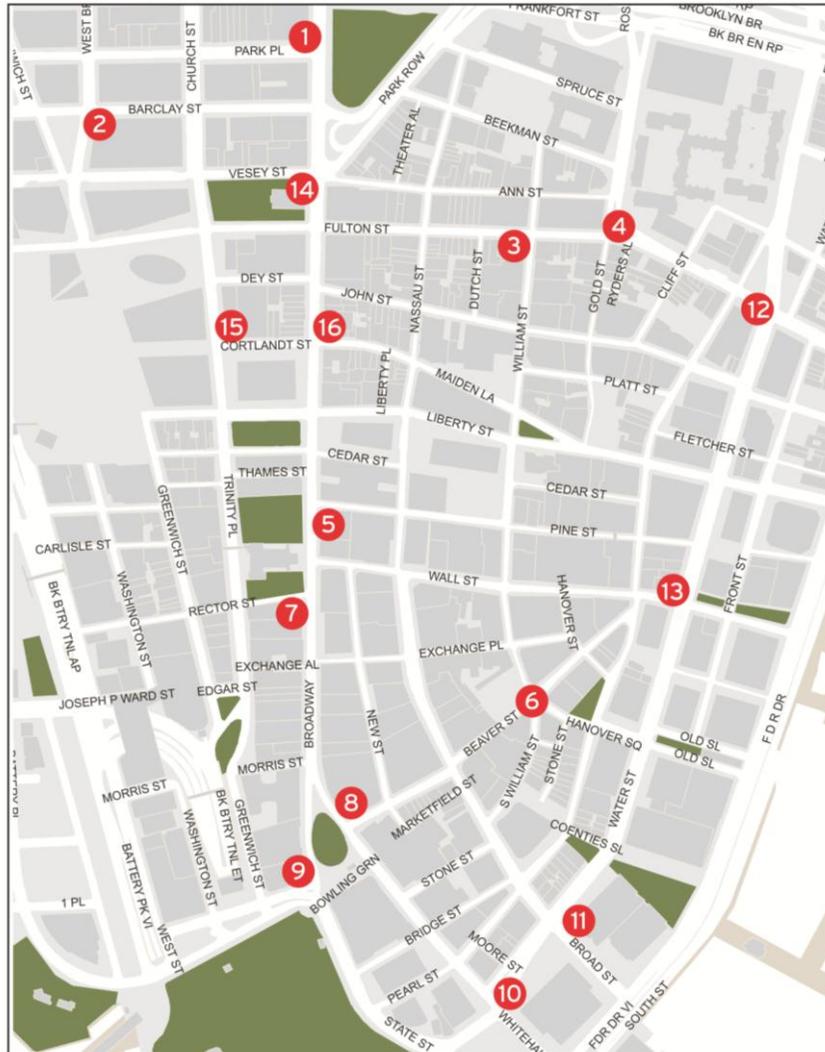


Affixed with maps of Lower Manhattan, 16 BigBelly Stations will be placed at the following highly-trafficked pedestrian intersections in the district:

1. Northwest corner of Broadway and Park Place
2. Northeast corner of West Broadway and Barclay Street
3. Southwest corner of Fulton Street and William Street
4. Northeast corner of Fulton Street and Gold street
5. Southeast corner of Broadway and Pine Street
6. Northwest corner of Beaver and S. William Street
7. Southwest corner of Broadway and Rector
8. Northeast corner of Broadway and Beaver
9. Northwest corner of Broadway and Battery
10. Southeast corner of Water Street and Whitehall Street
11. Southeast corner of Water Street and Broad Street
12. Southwest corner of Water Street and Fulton Street
13. Northwest corner of Water Street and Wall Street
14. Southwest corner of Broadway and Vesey Street
15. Northeast corner of Broadway and Maiden Lane
16. Northeast corner of Church Street and Cortlandt Street



BIG BELLY SOLAR TRASH COMPACTORS



BigBelly Solar Stations, which have a capacity that is five times of a standard trashcan, use solar panels to power a motor that automatically compacts contents, resulting in less bagging and trips for pickups. An electronic sensor installed in the bin alerts sanitation units when it becomes full.

BigBelly Solar technology has been adopted by other New York City commercial corridors including Union Square, 86th Street in Bay Ridge, all Bronx Business Improvement Districts, 5th Avenue in Park Slope, and North Flatbush in Brooklyn.

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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.

