



Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

FOR IMMEDIATE RELEASE

CONTACT: Downtown Alliance: [James Yolles](mailto:James.Yolles@downtownny.com) (212) 835-2763

Play Ball! Downtown Little League Kicks off the Season this Saturday



New York, NY (April 7, 2011) — After a long, cold winter, it's finally time to play ball in Lower Manhattan with the Downtown Little League (DLL).

On Saturday, April 9, the DLL will kick off the season with a parade, carnival and, of course, two games at noon.

"The Downtown Little League is a fantastic Lower Manhattan institution, especially as our residential population—families with children in particular—continues to grow," said Elizabeth H. Berger, President of the Alliance for Downtown New York. "The Alliance is thrilled to sponsor the DLL for another season."

"We truly want this to be a celebration not only of our league, but also of our community," said DLL Commissioner Bill Martino.

The parade, featuring the Tri-Battery Pops, and DLL players and coaches, begins at 8:30 in City Hall Park and will travel along Murray Street to the ballfields at Murray and West streets in Battery Park City.

The fair will begin there at 9:30 and include face-painting, popcorn, games, a dunk-tank, and special appearances from Mr. Met, Scooter from the Staten Island Yankees, and former Met pitcher Ron Darling.

At noon, the season—and for many, spring—will begin.

For more information on the DLL, visit www.downtownlittleleague.org. And click [here](#) to read an interview with Alliance DLL liaison Danny Giacomazza about his involvement with the league.

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.

###