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FOR IMMEDIATE RELEASE

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Downtown Alliance Welcomes the Holidays to Lower Manhattan

2013 Holiday Shopping Season Officially Launched with Sixth Annual Holiday Shopping Campaign and New Edition of District's Shopping and Dining Guide



New York, NY (November 19, 2013) – Featuring a whole new look, the Downtown Alliance is marking the sixth year of its annual [Holiday Shopping Campaign](#), which is promoted throughout the neighborhood on outdoor newsstands, bus shelters, subway displays, and PATH trains, as well as in print and digital advertising. The campaign encourages Lower Manhattan's residents, workers and visitors to shop and dine in Lower Manhattan for the holidays and throughout the coming year and coincides with the release of a new [2014 Lower Manhattan Shopping & Dining Guide](#). This year's promotion also features a new opportunity for consumers to share their favorite seasonal images of Lower Manhattan by emailing them to Holiday@DowntownNY.com

“The shopping and dining options in Lower Manhattan are multiplying fast,” said William Bernstein, Acting President of the Downtown Alliance. “From boutiques and name-brand stores to gastro-pubs and white table cloth restaurants, Lower Manhattan has it all for the holidays.”

This week the Downtown Alliance is releasing the latest edition of its convenient, easy to use shopping and dining guide, which features Lower Manhattan's restaurants, attractions, bars, retailers, and local organizations. With more than 45,000 copies produced, order a free hard-copy of the Shopping and Dining guide by emailing ContactUs@DowntownNY.com or visiting <http://www.downtownny.com/getting-around/maps-and-guides>. Download a digital copy [here](#). Don't forget to check your mailbox, as the Downtown Alliance has already distributed many copies of the Shopping and Dining Guide to residents and visitors across Lower Manhattan.



The Downtown Alliance's holiday web page, www.downtownny.com/holiday, provides comprehensive information for many additional retailers, bars and restaurants, as well as a wide variety of holiday-related events, deals, activities and venues throughout Lower Manhattan.

You can also find all of this information in the palm of your hand with the “Downtown NYC” free mobile app, which is compatible with Apple and Android mobile platforms. More information on the app can be found here: <https://itunes.apple.com/us/app/downtown-nyc/id458449015?mt=8>.

Other Lower Manhattan holiday highlights include:

- ★ **Lower Manhattan Holiday Events.** There are a wide variety of holiday events happening across the district including ice skating at Brookfield Place and the South Street Seaport, the tree lighting at the New York Stock Exchange, and *The Nutcracker* at Pace University’s Schimmel Center. Check the Downtown Alliance’s holiday page for more details and offerings: www.downtownny.com/holiday/events.
- ★ **Downtown Connection Bus Service.** Downtown Connection buses offer free shuttle service around Lower Manhattan seven days a week, for shoppers to shop from river to river. Routes can be found at www.downtownny.com/downtownconnection.
- ★ **Lower Manhattan Shooting Stars.** Look to the skies to see over 200 shooting stars in Lower Manhattan. This coming weekend, the Downtown Alliance is installing holiday lights – for the 18th year – to brighten up the neighborhood for the holidays. The Business Improvement District is stringing up shooting stars and star clusters throughout the district until the first week in January.
- ★ **Small Business Saturday.** Support “Small Business Saturday” on November 30, where American Express cardholders can get \$10 off their next credit card statement by shopping at local small businesses. For more information, go to www.smallbusinesssaturday.com.

Over the next several years, four new major retail hubs will create a total of one million square feet of additional shopping and dining options. These new retail centers will be located at the Fulton Center, World Trade Center, Brookfield Place and the South Street Seaport.

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