

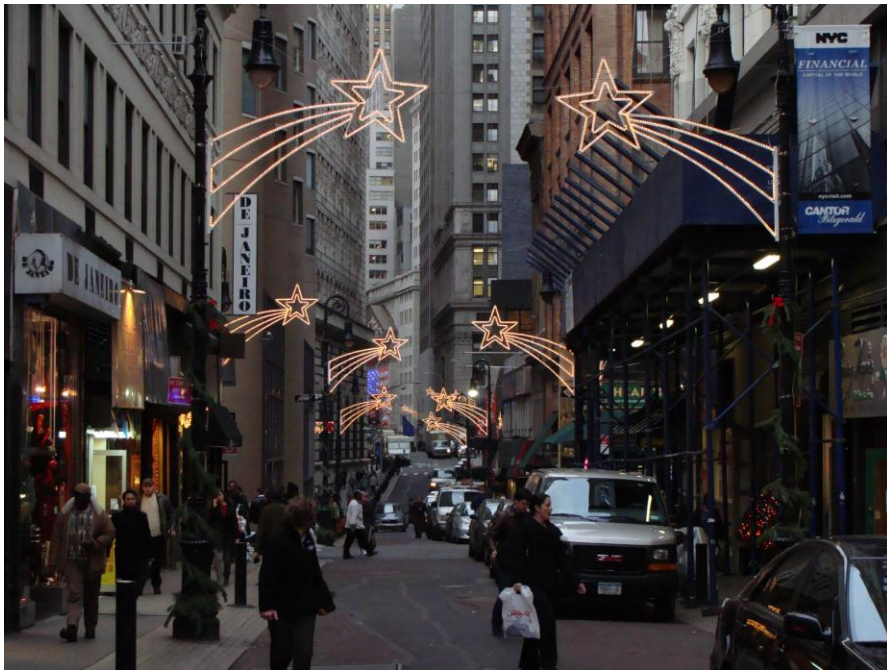


Alliance for Downtown New York, Inc.
120 Broadway, Suite 3340
New York, NY 10271
212 566-6700 Fax 212 566-6707
www.DowntownNY.com

FOR IMMEDIATE RELEASE

CONTACT: Jeff Simmons, (212) 835-2759, jsimmons@downtownny.com

Downtown Alliance's Shooting Stars Brighten Lower Manhattan this Holiday Season



New York, N.Y. (November 25, 2011) – Look to the skies to see 208 shooting stars in Lower Manhattan this weekend! The Alliance for Downtown New York is installing 167 shooting stars and 41 star clusters to brighten up the neighborhood for the holidays.

“The Downtown Alliance is proud to add a bit more sparkle to the holiday season for our 309,000 workers, 56,000 residents and nine million annual visitors,” said Elizabeth H. Berger, President of the Downtown Alliance. “With more than 1,300 places to shop, dine and explore in Lower Manhattan, it’s time for everyone to discover this secret: Lower Manhattan is the place to shop and celebrate the holiday season.”

This is the 16th year that the Downtown Alliance has put up the holiday fixtures, which were custom-designed for the non-profit Business Improvement District. The lights will stay up until January.

Lower Manhattan will get even brighter tonight as the South Street Seaport holds the 28th Annual Seaport Chorus Tree Lighting Spectacular event – starting at 6 PM - to light up the cobblestone streets of the Seaport’s Historic District. TODAY Show personality and fashion expert Jill Martin will host the holiday tradition, with a 40-foot tree serving as the centerpiece of a seven-minute “Sparkle at the Seaport” light show spectacular.

Festivities will kick-off with performances by the Darren Wallis Jazz Trio, the Soul Tigers Marching Band, and all-male barbershop chorus, the Big Apple Chorus. The School of Rock NYC house band will perform rockin’ seasonal favorites, and costumed characters will help Santa Claus countdown to the tree-lighting ceremony. Ronnie Spector also will perform. More details can be found at www.southstreetseaport.com.

Earlier this week, the Downtown Alliance officially launched its annual Holiday Shopping campaign. This is the fourth year of the campaign, encompassing extensive print and outdoor advertising, direct mail, promotions and the release of the new 2012 Lower Manhattan Shopping & Dining Guide, designed to showcase the district’s 1,300 exciting options in which to purchase the ideal holiday gift or gather with friends and family at the perfect restaurant.

To find places in which to shop, dine, or explore, you can visit www.downtownny.com/holiday, download our mobile app at <http://itunes.apple.com/us/app/downtown-nyc/id458449015?mt=8>, or pre-order a free hard copy of the new Lower Manhattan Shopping and Dining Guide at ContactUs@DowntownNY.com.

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