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Downtown Alliance Spotlights FiDi Association's 'Light the Night' Dec. 7 Event in Lower Manhattan

*—Lower Manhattan Retailers, Restaurateurs Celebrate
NYSE Tree Lighting With Special Treats, Discounts—*

New York, NY (December 6, 2010)—Retailers and restaurateurs throughout the Financial District will participate in the FiDi Association's "Light the Night" event from 5 to 8 PM Tuesday, Dec. 7, to celebrate the lighting of the New York Stock Exchange holiday tree at 4 that afternoon.

"Lower Manhattan is a new kind of central business district, where residential life and tourism support the commercial sector," said Elizabeth H. Berger, President of the Downtown Alliance. "Case in point: Wall and Broad streets, where luxury retailers cater not only to Lower Manhattan's 300,000 workers but also to a residential population that has more than doubled since 2001 and an expanding tourist market. The holiday season is the perfect time to discover the array of shopping and dining options in Lower Manhattan and the Wall and Broad street corridors are a great place to start."

To take advantage of the following deals, visitors should mention "Light the Night."

Andaz Wall Street 75 Wall Street

Purchase one signature cocktail and sample complimentary cheese & charcuterie or a second signature cocktail at Bar Seven Five. Enjoy a complimentary appetizer salad at Wall & Water Restaurant with purchase of an entree.

The SPA at Andaz Wall Street will help you relax with complimentary 10 Minute Oxygen Boost treatments or a mini make-over with renowned make-up artist Christopher Drummond from 4 to 7:30 PM. Walk-ins on first come basis, no appointments.

Leave us your business card/contact information to be entered in a raffle to win great prizes including free SPA treatments and Brunch at Wall & Water.

BMW

67 Wall Street

Visit BMW and MINI of Manhattan at 67 Wall Street for a wine-and-cheese reception and your chance to see the newly redesigned 2011 X3.

Bobby Van's Steakhouse

25 Broad Street

Start your holiday season right and join us at Bobby Van's Steakhouse at 25 Broad St. across from the New York Stock Exchange for our holiday drink specials. Join us for dinner and receive a complimentary glass of wine or dessert. When you come by, drop off your business card for a chance to win a dinner for four.

Canali

25 Broad Street

Please join us after the Tree Lighting on Dec. 7 from 5 to 8 PM and enjoy a savings of up to 40 percent on selected fall/winter collections in addition to a cognac tasting.

Cipriani

(Served at Tiffany & Co., 37 Wall Street)

Will be serving complimentary Bellinis and hors d'oeuvres at Tiffany & Co.

Hermes Wall Street

15 Broad Street

Hermes Wall Street will serve cookies and champagne from 3 to 6 PM.

KiptonART

75 Wall Street

Enjoy an evening at the KiptonART Gallery and enter a raffle to win lunch with Founder Kipton Cronkite who will provide a free curatorial review and insider scoop on today's art market.

La Maison du Chocolat

63 Wall Street

Please join us for a hot chocolate tasting and a live ganache demonstration. Leave your business card for our Holiday Raffle.

The Setai Club & Spa

40 Broad Street

Pre-book a future spa appointment for a signature massage or facial and receive a \$50 gift card.

Appointments can be made in person or by calling 212-792-6193. All clients who call or come in to reserve a future appointment will be entered into a drawing to receive a complimentary spa day—massage, facial and a mani/pedi.

Thomas Pink
263 Wall Street

“Light the Night” with Thomas Pink and receive an exclusive gift with purchase. Spend \$200 or more and receive a pair of woven silk button cufflinks.

Tiffany & Co.
37 Wall Street

Tiffany & Co. invites you to shop early for the holidays while enjoying Bellinis and hors d'oeuvres from Cipriani Wall Street.

Tourbillon Boutique
45 Wall Street

Join us for hors d'oeuvres & champagne at Tourbillon Boutique, 45 Wall Street. Complimentary watch-winder with purchase of any Breguet, Blancpain, Glashutte Original, or Jaquet Droz watch.

The W Hotel – Downtown
123 Washington Street

Welcome to the W New York – Downtown! Pass us your business card in the fifth-floor Living Room Bar and we'll pass you our craft—on us! Enjoy a complimentary cocktail from 5 to 8 PM.

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.

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