



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

PRESS CONTACTS: Downtown Alliance, James Yolles (212) 835-2763
Shea Communications, George Shea, Mark Faris (212) 627-5766

Downtown Alliance Presents Mulch Mania 2010

*Downtown Connection Shuttle Buses to Bring Residents & Trees
To Bowling Green Park to Recycle Holiday Trees for Free*

NEW YORK, January 6, 2009 — Getting rid of that rapidly shedding holiday tree is an annual post-holiday headache. The Downtown Alliance has a solution: Mulch Mania 2010.

The second annual event will take place from 10 a.m. to 2 p.m. on Saturday, January 9, 2010 at the south end of Bowling Green Park. Lower Manhattan residents can turn holiday trees into environmentally friendly mulch, which they can take home to use in flower pots and gardens. Complimentary beverages will be served. And to make it even easier, free Downtown Connection shuttle buses will make special Mulch Mania stops to transport people and their trees to the event.

“We’re committed to our Green Around Downtown program, and delighted to offer an environmentally friendly way for Downtown residents to recycle their holiday trees and wreaths,” said Downtown Alliance President Elizabeth H. Berger. “And, with our special Mulch Mania Downtown Connection route, getting to Bowling Green Park couldn’t be easier.”

Mulch Mania is held in conjunction with the New York City MulchFest holiday tree removal program, and any leftover mulch will nourish plantings in parks across the city. Special thanks to Glenwood Management, the New York City Department of Sanitation, the New York City Department of Parks & Recreation and the office of Manhattan Borough President Scott Stringer for their support.

For more information and a Downtown Connection Mulch Mania route map, visit:

<http://www.downtownny.com/live/events/?EventID=15902&cell=2010-1-9&edate=1/9/2010>

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.

###