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FOR IMMEDIATE RELEASE

Downtown Alliance Mobile App Named Official App for Downtown Culture Pass

Free Application Features All Lower Manhattan Retailers, Restaurants, Cultural Institutions, Weather and Other District Information

New York, NY (August 17, 2012) – On the second anniversary of the Downtown Culture Pass, New York’s Downtown museums have named the Alliance for Downtown New York’s mobile application as the official mobile app for the Downtown Culture Pass.

The app, “Downtown NYC,” is supported by iPhone and iPad platforms. It is available in Apple’s iTunes App Store by searching for “Downtown NYC.” expanded the program’s offerings to include additional participants and increased benefits. Launched to help tourists, residents and workers discover the latest events going on below Chambers Street, this app features information on all of Lower Manhattan’s renowned cultural institutions, retailers, restaurants, hotels, and more.

The Downtown Culture Pass was founded in 2010 as a six-month pilot program to highlight the multiple cultural attractions located within convenient walking distance of each other south of Chambers Street. Due to its success, spurred in part by increased tourism in Lower Manhattan upon the opening of the 9/11 Memorial, the Downtown Culture Pass became an official program in 2011.

Recent enhancements to the Downtown Culture Pass include:

- Free admission to the Anne Frank Center USA
- Free admission to the South Street Seaport Museum and 10% discount at Bowne & Co. Stationers
- Free walking tour by Wall Street Walks (increased benefit from a 50% discount)
- Discounts at J&R Music and Computer World and New York Water Taxi
- \$3 off tickets to Dialog in the Dark (www.dialognyc.com)
- An official mobile app: the Downtown Alliance’s “DowntownNYC” smartphone app, available in Apple’s App Store

For the single price of \$30 for adults (18+), \$15 for youths (13-17) and \$5 for children (6-12), the Downtown Culture Pass grants each ticket holder unlimited admission and/or other discounted benefits for three full days to any and all participating museums, a walking tour and discounts on purchases at participating neighborhood businesses. The pass may be purchased online at www.downtownculturepass.org, or in person at the Museum of American Finance, the Museum of Jewish Heritage or the National Museum of the American Indian.

The expanded roster of participating organizations and their benefits are:

9/11 Memorial Preview Site*

(discounts in Museum Shop)
20 Vesey St (At Church Street), 212.267.2047
www.national911memorial.org

Anne Frank Center USA (admission)

44 Park Place, 212-431-7993
www.AnneFrank.com

Fraunces Tavern Museum (admission)

54 Pearl Street, 212-425-1778
www.frauncestavernmuseum.org

J&R Music and Computer World

(\$10 off at any Park Row store purchase over \$100; offer may be revoked at any time.)
23 Park Row, 212-238-9000
www.jr.com

Museum of American Finance

(admission and 10% discount in Museum Shop)
48 Wall Street, 212-908-4695
www.moaf.org

Museum of Jewish Heritage – A Living Memorial to the Holocaust

(admission and 10% discount in the Pickman Museum Shop)
36 Battery Place, 646-437-4202
www.mjhnyc.org

National Museum of the American Indian*

(discounts in Museum Gallery Store)
Alexander Hamilton U.S. Custom House
One Bowling Green, 212-514-3700
www.nmai.si.edu

The New York City Police Museum

(admission and 10% discount in Museum Shop)
100 Old Slip, 212-480-3100
www.nycpm.org

New York Water Taxi

Pier 17 at the South Street Seaport (\$10 off),
212-742-1969
www.nywatertaxi.com

The Skyscraper Museum

(admission and 10% discount in Museum Shop)
39 Battery Place, 212-968-1961
www.skyscraper.org

South Street Seaport Museum

(admission and 10% discount at Bowne & Co. Stationers)
12 Fulton Street, 212-748-8600
www.southstreetseaportmuseum.org

Tribute WTC Visitors Center (admission)

120 Liberty Street, 212.393.9160 ext. 138
www.tributewtc.org

Wall Street Walks (free walking tour)

Annaline Dinkelmann, Owner/President
Tel (212) 666-0175, Cell (917) 514-2015
www.WallStreetWalks.com

**Admission to these attractions is always free.*

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The mission of the Alliance for Downtown New York is to provide service, advocacy, research and information to advance Lower Manhattan as a global model of a 21st century Central Business District for businesses, residents and visitors.



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