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Put 2012 River to River Festival® in the Palm of Your Hand

- Downtown NYC Mobile App is Official Pocket Guide to River to River Festival® -



New York, NY (May 14, 2012) – Heading to Lower Manhattan for the annual River to River Festival® this summer? Track what's going on at and around the festival with the Downtown Alliance's free **Downtown NYC** app!

As the official River to River Festival® app, audiences will be able to pull up the Festival schedule, and search for places to eat, stay and visit close to the venues. Available in the Apple iTunes App Store or from the River To River Festival website, RiverToRiverNYC.com, this *free* app is designed to help visitors, workers, and residents discover everything that goes on in the one square mile at the tip of Lower Manhattan.

"Better than ever, our new, on-the-go application is the perfect tool to track all of the fantastic River to River events happening this summer" said Elizabeth H. Berger, President of the Downtown Alliance, which manages the Lower Manhattan Business Improvement District. "From your favorite musician to a new, hot artist, the **Downtown NYC** app is your pocket guide to everything River to River!"

Features of the app include:

- River to River® Festival event guide
- Shopping and dining information
- Maps of the neighborhood
- Cultural institutions
- Daily cultural, community, and culinary events

- An improved “Where To Go” section
- A new “Favorites” section, allowing you to mark your favorite events and locations to save for later
- A new “Search” section, allowing you to search events or locations to find exactly what you are looking for
- Special events and Holidays

The award-winning app is supported by iPhone and iPad platforms. It is available in Apple's iTunes App Store at <http://itunes.apple.com/us/app/downtown-nyc/id458449015?mt=8> or by searching for “**Downtown NYC**”. In addition, the app is downloadable directly from the River To River Festival homepage, through the ‘app’ icon. The Downtown Alliance collaborated on the development of this application with I-SITE, an interactive design and marketing firm. The Downtown NYC app won outstanding mobile application for the [2012 Mobile app awards](#) and won a gold award in the utility category for the [2011 Horizon awards](#).

River To River® Festival is Lower Manhattan's free annual summer arts festival. The 2012 edition of the festival takes place seven days a week from June 17 through July 15 and presents a densely-packed month of music, dance, film, theater, visual art, ideas, experiences and family programs at locations throughout Downtown New York. Lower Manhattan Cultural Council (LMCC) works with Founding Partners Arts Brookfield, Battery Park City Authority and The Seaport, as well as a range of new content partners to present concerts, events and performances free to the public.

Made possible by Founding and Title Sponsor American Express, the Alliance for Downtown New York, The Port Authority of New York and New Jersey, the Lower Manhattan Development Corporation, HUD and other underwriters, all events are free and open to the public. The festival draws hundreds of thousands of people to venues along Downtown's spectacular waterfront and inhabits the parks, piers, streets and alleyways throughout Lower Manhattan, from the Hudson River to the East River, from Governors Island to Houston Street. With multiple events scheduled every day and scattered throughout Lower Manhattan, the festival encourages audiences to discover and experience the diversity of events and sites throughout the neighborhood. Visit www.RiverToRiverNYC.com for complete details.

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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