



FOR IMMEDIATE RELEASE

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## THE OLD SEAPORT ALLIANCE TO HOST 2<sup>nd</sup> ANNUAL STREET FEST

The Old Seaport Alliance, a non-profit merchants' association founded in the wake of Hurricane Sandy by the businesses within the historic South Street Seaport neighborhood, is excited to announce its upcoming second annual multi-block celebration, entitled "Old Seaport Street Fest".

The festival will be held on Saturday, September 27<sup>th</sup> between noon and 10pm in the four blocks that comprise the intersection of Front Street and Peck Slip, all of which will be closed to traffic. Enjoy a vast array of live music, theatre and performance art pieces, family activities and games, historical displays, interactive booths, food vendors, and more. Programming for the day-long event is designed to honor the rich and storied narrative of one of NYC's oldest districts while reflecting its enduring vitality and charm.

"The Old Seaport is truly a gem, with its immediate proximity to the bustle of downtown and yet its unique sense of intimacy, of history, of human connection. Feels like time slows down a bit here. The Old Seaport Street Fest is a great opportunity for everyone to have a taste of this quintessential NYC experience, and for us to celebrate our neighborhood and meet our mission of honoring its past while ensuring its growth and resiliency," said Enrico Ciotti, founder and owner of the VBar&Company group.

Whitney Barrat, Executive Director of the Old Seaport Alliance agrees: "This day-long event will once again showcase the neighborhood to the rest of the City and beyond, as we celebrate and reinforce the strong sense of community here. Once again we will revel in the area's incredible comeback, and bring the focus back to its amazing history and its remarkable potential."

Local partnership and participation comes from established Lower Manhattan and Seaport-area institutions, including the Alliance for Downtown New York, the South Street Seaport Museum, the Howard Hughes Corporation, and others.

The Alliance for Downtown New York will be lending some of its large-scale games for day, helping to round out activities for the event's second year. "I'm delighted to welcome back the Old Seaport Street Fest and its array of vibrant programming. The Seaport is without question one of New York City's most interesting neighborhoods – at the same time it pulses with new life, it celebrates its rich history. Thank you to the Old Seaport Alliance for bringing this celebration of the neighborhood's life, culture and excitement back for a second year," said Downtown Alliance president, Jessica Lappin.

The mission of the Old Seaport Alliance is to promote local businesses, and to enrich its unique community through programming of its public spaces with events, markets and more. It seeks to honor the spirit of the Old Seaport's past, while ensuring the growth and resiliency of its future. Old Seaport New York is the historic neighborhood nestled between the Brooklyn Bridge and the South Street Seaport. The waterfront district runs from Fulton to Dover Streets and from Pearl Street to the East River. For more information, visit [www.oldseaportny.com](http://www.oldseaportny.com). Contact: Whitney Barrat: [whitney@oldseaportny.com](mailto:whitney@oldseaportny.com); 917.881.9783