



FOR IMMEDIATE RELEASE

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THE OLD SEAPORT ALLIANCE NAMES WHITNEY BARRAT AS
NEW EXECUTIVE DIRECTOR

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 proud to announce that former Alliance for Downtown New York Director of Special Projects Whitney Barrat, has been named its first Executive Director.

"We're so excited to have Whitney joining us as our executive director," said Old Seaport Alliance Founder & Chair Marco Pasanella. "Now that many of our local businesses have finally re-opened after superstorm Sandy, it's time to focus on the future. And what better person to help us balance our regard for our historic neighborhood's storied past with a desire to move forward than Whitney."

"I am absolutely thrilled to be working with the Old Seaport Alliance, and to be part of the neighborhood's timely and victorious renaissance. I feel honored to be able to direct the momentum that is already here in this dynamic waterfront destination, and to connect the Old Seaport neighborhood's hundreds-of-years-old history with its undoubtedly illustrious future."

Whitney brings many years of experience and demonstrated programmatic success to her new position. For the past six years, Whitney has served in various capacities at the Alliance for Downtown New York -- New York City's largest Business Improvement District (BID). As Director of Special Projects, Whitney was responsible for developing, implementing and directing a \$1.5 million public art program in Lower Manhattan, entitled Re:Construction, that produced over 35 public art projects, and has been widely replicated City- and nation-wide. Among her other roles at the Downtown Alliance, Whitney served as Director of Construction Mitigation, working with property owners, merchants and City agencies to find solutions to construction-related issues, conflicts, and disturbances. Whitney received her Master's degree in Public Administration from NYU's Wagner School of Public Service.

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, please visit www.oldseaportny.com.

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