

For Immediate Release

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Lower Manhattan Museums Announce Expansion of Downtown Culture Pass Program

Press reception to be held August 23 at South Street Seaport Museum

New York, NY – On the second anniversary of the Downtown Culture Pass, New York’s Downtown museums have expanded the program’s offerings to include additional participants and increased benefits. 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 Travel Advisory Bureau

138 Beekman Street, 212-267-1922

www.nytab.com

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 Dinkelman, Owner/President

Tel (212) 666-0175, Cell (917) 514-2015

www.WallStreetWalks.com

**Admission to these attractions is always free.*

PRESS AND CONCIERGE EVENT

Working members of the press and hotel concierges are invited to attend a reception to learn more about the Downtown Culture Pass program on Thursday, August 23, from 6:00 – 8:30 pm at the South Street Seaport Museum. To attend, RSVP to Linda Rapacki at lrpacki@moaf.org or 212-908-4693.