

LOWER MANHATTAN CULTURAL COUNCIL

TO TAKE HELM OF RIVER TO RIVER® FESTIVAL

As festival gears up for its 10th season, LMCC assumes responsibility from the Alliance for Downtown New York for producing free summer arts festival

New York, New York – February 09, 2011 – The Lower Manhattan Cultural Council (LMCC) today announces that it will take over as the lead partner of The River To River® Festival, assuming responsibility from the Alliance for Downtown New York for producing the annual free summer arts festival in Lower Manhattan.

The River To River Festival was launched in 2002 by a coalition of organizations, including founding title sponsor American Express, the Alliance for Downtown New York, Arts World Financial Center, Battery Park City Authority, Lower Manhattan Cultural Council, the Port Authority of New York and New Jersey, and The Seaport, as a way to revitalize Lower Manhattan after 9/11. Over the past nine years it has become a cultural institution, drawing over 100,000 people each year to venues in Lower Manhattan for free music, film, dance, visual arts, and family events.

With the 10th season of the River To River Festival set to kick-off in June 2011, LMCC President Sam Miller said that the coalition agreed that the time was ideal to move the festival under the management of LMCC, which has produced cultural events and promoted the arts through grants, services, advocacy, and cultural development programs in Lower Manhattan for almost 40 years.

“LMCC is thrilled to bring the River To River Festival under its umbrella as it fits perfectly with our mission of leveraging the arts to support and reinvigorate the broader community,” said Miller, who was appointed President in June 2010 after previously leading Leveraging Investments in Creativity (LINC) and New England Foundation for the Arts. “As the Festival gears up for its tenth season, we are looking forward to building on the legacy established by the Alliance for Downtown New York, as well as collaborating with American Express, and all of the Festival’s partners and sponsors to produce an exciting and dynamic line-up of events.”

“Under Sam’s leadership, LMCC is ideally positioned to take the River To River Festival to the next level,” said Elizabeth H. Berger, President of the Alliance for Downtown New York. “We support LMCC’s commitment to the arts and are excited to work closely with Sam and his team to showcase all that Lower Manhattan has to offer to the city and the world.”

The schedule and dates for the 2011 River To River Festival will be announced in April. Alongside Miller, Andy Horwitz, LMCC’s Curator of Public Programs, will lead the artistic selection for this year’s River To River Festival in collaboration with presenting partners Arts World Financial Center, Battery Park City Authority, and The Seaport. Events will once again be staged at venues throughout Lower Manhattan, including World Financial Center, Rockefeller Park, Castle Clinton National Monument, Wagner Park, The Elevated Acre, and The Seaport, among others.

The Alliance for Downtown New York will remain a major sponsor of the River To River Festival, and will continue to provide marketing and communications initiatives aimed at drawing audiences to the Festival and Lower Manhattan.

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About Lower Manhattan Cultural Council

For 37 years, LMCC has been the leading voice for arts and culture in downtown New York City, producing cultural events and promoting the arts through grants, services, advocacy, and cultural development programs. LMCC offers a range of funding opportunities and support services for artists working in all artistic disciplines across Manhattan, and a broad range of free programs in the visual, performing and media arts that help cultivate new arts audiences and improve the quality of urban life. LMCC is a 501(c)(3) non-profit organization supported by a range of foundations, corporations, individuals and government entities. For more information visit LMCC.net