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## **Flatiron BID Executive Director Issues Statement as District's Website Becomes One of the First Neighborhood-Wide Sites to Use .nyc Domain**

**(New York, NY)** – Flatiron/23<sup>rd</sup> Street Partnership (BID) Executive Director Jennifer Brown issued the following statement today as the BID, other organizations, businesses and agencies in New York City's .nyc Founders Program unveiled web addresses featuring the new .nyc high-level domain:

*"We're thrilled to be one of the founding organizations for the historic launch of .nyc, and to be a community partner in the City's 'Own It' campaign. The .nyc domain strengthens Flatiron's identity as an integral part of New York City, and home to a flourishing tech sector. Furthermore, we are encouraging local Flatiron businesses to reserve .nyc domains to bolster their online identities and leverage their location as proof of their success."*

The BID's web address is now [www.FlatironDistrict.nyc](http://www.FlatironDistrict.nyc).

With .nyc, New York City is among the first cities in the U.S. to launch its own domain extension, creating new opportunities to support local businesses, organizations and residents, and establishing an unprecedented level of geographic authority to the digital sphere.

"The .nyc domain will allow NYC's neighborhoods and small businesses to leverage New York City's world class identity and let buyers from markets around the globe know that they call New York City home," said **Maria Torres-Springer, Commissioner of the New York City Department of Small Business Services**. "As part of the Founder's Program, the Flatiron BID is one of the first examples of how .nyc will help support local businesses and neighborhoods. I encourage Flatiron businesses to 'own it,' and add a piece of NYC to their online presence by reserving a .nyc domain."

"It is great to see our diverse mix of .nyc Founders including small businesses, well-known brands, non-profit organizations, entrepreneurs, artists, agencies and

individuals from across the five boroughs bringing great things to life on their .nyc domains,” said Jeff Merritt, Senior Advisor to Mayor Bill de Blasio. “I’m thrilled that the Flatiron BID is among this dynamic, first group of New Yorkers to launch a presence on New York City’s official domain.”

The BID is part of the city’s “Own It” campaign, which encourages businesses, organizations and residents with a physical address in New York City to reserve a .nyc domain in advance of the official public launch on October 8. For more information on .nyc, visit <http://www1.nyc.gov/office-of-the-mayor/news/434-14/mayor-de-blasio-the-launch-first-nyc-websites>.

Flatiron’s .nyc designation comes on the heels of the May launch of the BID’s revamped website, which is the premiere online destination for Flatiron business and property owners, residents and visitors. The new site was designed by Flatiron-based RDA International, Inc., an advertising agency that works out of the NeueHouse private workspace collective.

Flatiron’s booming tech sector features almost 300 digital and startup companies, from design firms to emerging media companies, according to Made in NY’s digital map. The presence of thriving tech companies such as tumblr, AppNexus and General Assembly has been crucial to the district’s growth.

### **About the Flatiron/23rd Street Partnership**

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area’s reputation as one of New York’s most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district’s businesses, residents and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

Learn more at [www.FlatironDistrict.nyc](http://www.FlatironDistrict.nyc)  
Email: [info@flatironbid.org](mailto:info@flatironbid.org)  
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