



FOR IMMEDIATE RELEASE

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Flatiron Partnership to Launch Annual “23 Days of Flatiron Cheer” Season with Food Drive on Giving Tuesday

-Season of giving includes food drive to support the Food Bank For New York City, and a generous book donation by Flatiron-based Macmillan-

(New York, N.Y.) – The Flatiron/23rd Street Partnership Business Improvement District (BID) launched the fourth annual “23 Days of Flatiron Cheer” season on Tuesday, December 1st - known as Giving Tuesday – with a 23-day-long food drive to support the Food Bank For New York City.

With so many New Yorkers experiencing hunger and hardship, the BID is holding the food drive throughout December to benefit the city’s major hunger relief organization.

“As the Food Bank For New York City just reported, 90% of food pantries and soup kitchens surveyed noted an increase in the number of visitors in September 2015 compared with two years ago, and nearly half reported they had run out of food or particular types of food needed to make adequate meals or pantry bags,” Jennifer Brown, Executive Director of the Flatiron/23rd Street Partnership. “It’s more important than ever to step up to help New Yorkers who are struggling to put food on the table this time of year.”

The BID is collecting non-perishable foods such as canned fruit, canned vegetables, peanut butter, macaroni and cheese, and hot and cold cereal at the North Flatiron Public Plaza during seven “Live on the Plaza” events throughout the month.

Donations also will be accepted online - which doubles, or even triples, the amount a dollar can provide at the grocery store. You can make a contribution at:

<http://bit.ly/1X3ttt1>.

Already, a number of neighborhood businesses have signed up as partners and will be hosting food drives in their spaces. Among the participants to date are: Carnegie Fabrics, General Assembly, NYC Seminar and Conference Center, qLabs/Quotidian Ventures, Regus, Rise New York, Select Office Suites, The Yard, WeWork, and Yelp. Local Flatiron businesses interested in hosting a drive may contact the Flatiron BID for more information at info@flatironbid.org.

Visit www.FlatironDistrict.nyc/holiday2015 to discover the days when the BID will collect items on the North Public Plaza, located 23rd Street, Broadway and Fifth Avenue.

Additionally, Contributing Sponsor Macmillan will donate \$5,000 worth of books to First Book, a nonprofit organization connecting book publishers and community organizations to provide access to new books for children in need. The books from Macmillan's donation will be distributed to children within the five boroughs.

Now in its fourth year, "23 Days of Flatiron Cheer" runs from December 1st to the 23rd and features free, holiday-themed events showcasing the intersection of shopping, dining, and culture in the neighborhood. The event is made possible with generous support from Presenting Sponsors Tiffany & Co. and Meringoff Properties, and Contributing Sponsors Grey Group and Macmillan.

Anchoring "23 Days" this year is *Nova*, which was selected through the annual Flatiron Plaza Holiday Design Competition in partnership with Van Alen Institute and NYC DOT Art, in which a curated list of designers and architects proposed concepts for the holiday season.

Situated in the North Public Plaza, the crystalline *Nova* compels passersby to enter the structure and gaze onto surrounding landmarks, framed by apertures in the installation's exterior. Its placement of scopes, or viewing cones, is arranged to represent a centralized proverbial North Star for the Flatiron District, with each scope pointing to a distinct landmark. In effect, *Nova* acts as an observatory for the "constellation" of iconic sites in and around the neighborhood. LEDs within *Nova* react to sound and create a pulsating light effect when activated.

"23 Days of Flatiron Cheer" also features:

- A neighborhood scavenger hunt. Pick up a card at an event for "23 Days of Flatiron Cheer" or from the information kiosk on the North Public Plaza, photograph five (5) items on the card that form a straight line. Present the card and accompanying photos to a "23 Days of Flatiron Cheer" ambassador on the Public Plaza to be entered to win.
- A series of "Holiday Happys" happy hours – from 5:00 to 7:00 PM - at area venues: The Churchill (12/1); Millesime (12/3); Sarabeth's (12/10); and Black Barn (12/17).
- Activities on the North Public Plaza every Friday from Noon to 4:00 PM, including free hot beverage distribution by Argo Tea (12/4), Eataly New York (12/5), Cosme (12/11), DAVIDsTea (12/12), Blue Smoke (12/18), and Brooklyn Roasting Company (12/19).
- Winter workouts - SIN Workouts (11:00 AM – 2:00 PM on 12/5 on the North Public Plaza); Athleta (from 7:00 to 8:00 PM on 12/11 at 126 Fifth Avenue); and, Bikram Yoga (from Noon to 1:30 PM on 12/12 at 182 Fifth Avenue).
- Fun performances on the North Public Plaza by The Peoples Improv Theater/North Coast (at 1:30 PM and 2:00 PM on 12/5 and 12/12) and TADA! Youth Theater (at 1:30 PM on 12/19).
- Walking Tours led by professional guides. The 90-minute journeys start at 11:00 AM every Sunday (12/6, 12/13, 12/20) at the southwest corner of Madison Square Park at 23rd Street and Broadway.

On Tuesday, December 22nd, the shortest day of the year – the Winter Solstice - the public is invited to create *Solstice Stars* on the North Public Plaza with the Flatiron Partnership and the National Museum of Mathematics (MoMath). To register to participate, <http://momath.org/home/winter-solstice-2015/>

The Flatiron Partnership is using the hashtag **#NovaFlatiron** throughout the season and encouraging visitors to use the hashtag when posting holiday images on social media platforms Twitter and Instagram to be entered into social media contests.

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
Facebook: [FlatironDistrict.nyc/facebook](https://www.facebook.com/FlatironDistrict.nyc/)
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Email: info@flatironbid.org