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Flatiron/23rd Street Partnership's Annual *Flatiron Summer Series* Full Lineup Unveiled, Featuring 8 Weeks of Free Tech Classes, Fitness, Games, and Entertainment on the Flatiron Public Plazas

(New York, NY) – Starting this month, the Flatiron/23rd Street Partnership Business Improvement District (BID) is holding eight weeks of free community programming - fitness sessions, tech courses, games, and entertainment - on the Flatiron Public Plazas in the shadow of the famed Flatiron Building this summer.

The BID will launch the 2016 *Flatiron Summer Series* with a special event - in partnership with the National Museum of Mathematics (MoMath) - to celebrate the Summer Solstice on Monday, June 20. Starting the next day, activities will run every Tuesday, Wednesday and Thursday through August 11 on the Flatiron Public Plazas at 23rd Street, Broadway and Fifth Avenue.

"The Flatiron Public Plazas are always abuzz with people, particularly in the summer," said the Flatiron BID's Executive Director Jennifer Brown. "Every year, we hear from residents, employees, and visitors that they enjoy lively programming in our plazas, so we're excited to provide an even more robust lineup this summer."

The 2016 *Flatiron Summer Series* takes place on the North and South Plazas – located at the intersection of 23rd Street, Broadway, and Fifth Avenue. To view the full calendar of local events, RSVP to classes, and discover more about special offers in the neighborhood, visit: www.FlatironDistrict.nyc/summer2016

2016 Flatiron Summer Series Kick-off Event

To kick-off the 2016 Flatiron Summer Series, the BID is celebrating the Summer Solstice - the longest day of the year - on Monday, June 20. The BID and the National Museum of Mathematics (MoMath), along with public participants, will together construct a polyhedron that is made up of twelve, ten-pointed stars. The angle of each ten-pointed star will correspond with the angle made by the sun at its highest peak over New York City during Solstice Noon. This event will take place on the North Plaza.

Tech Tuesdays

Since 2012, the BID, in partnership with General Assembly, has provided the neighborhood with a series of free tech education classes. This year, instructors from local institutions and businesses, including Baruch College Division of Continuing and

Professional Studies, General Assembly, ThoughtMatter, Touro College Graduate School of Technology, and Yext, will teach classes from 6:30 to 7:30 PM on the South Plaza. Classes are free and open to the public, but are subject to cancellation due to weather.

- Tuesday, June 21 - Learn How to Take Down YOUR Marketing Goliath! with Baruch College Division of Continuing and Professional Studies.
RSVP: flatironteched0621.eventbrite.com
- Tuesday, June 28 - So You've Started a Business, Now How Do You Get Customers in Your Front Door? with Yext.
RSVP: flatironteched0628.eventbrite.com
- Tuesday, July 5 - The Modern Resume: How to Stand Out in Today's Job Market with General Assembly.
RSVP: flatironteched0705.eventbrite.com
- Tuesday, July 12 - Launch Your Website Idea! with Touro College Graduate School of Technology.
RSVP: flatironteched0712.eventbrite.com
- Tuesday, July 19 - Why Social Media Matters: Branding in the Age of Social Media with ThoughtMatter.
RSVP: flatironteched0719.eventbrite.com
- Tuesday, July 26 - Picture This: Instagram for Business with General Assembly.
RSVP: flatironteched0726.eventbrite.com
- Tuesday, August 2 - Successful Branding: How to Make Branding Work for Your Business with ThoughtMatter.
RSVP: flatironteched0802.eventbrite.com
- Tuesday, August 9 - Coding for Everyone with Touro College Graduate School of Technology.
RSVP: flatironteched0809.eventbrite.com

Wellness Wednesdays

The BID, with Athleta Flatiron, is presenting a series of free fitness classes on Wednesdays. Instructors from local neighborhood businesses will teach the classes from 6:30 to 7:30 PM on the South Plaza. Classes are free and open to the public, but are subject to changes due to weather. Rain location is at Athleta Flatiron's studio, at 126 Fifth Avenue at 18th Street. Location change announcements will be made by 12:00 PM (noon) on the day of the class.

- Wednesday, June 22 – Shanti Sweat with Yoga Shanti.
RSVP: FlatironFitness0622.eventbrite.com
- Wednesday, June 29 – Core Fusion Yoga with exhale Flatiron.
RSVP: FlatironFitness0629.eventbrite.com
- Wednesday, July 6 – Shanti Flow with Yoga Shanti.
RSVP: FlatironFitness0706.eventbrite.com
- Wednesday, July 13 – ReinventYOU with ChaiseFitness.
RSVP: FlatironFitness0713.eventbrite.com
- Wednesday, July 20 – Reggie Time: Core and Strength Conditioning with NY Personal Training.
RSVP: FlatironFitness0720.eventbrite.com

- Wednesday, July 27 – MHRC Strong with Mile High Run Club.
RSVP: [FlatironFitness0727.eventbrite.com](https://www.eventbrite.com/e/flatiron-fitness-0727)
- Wednesday, August 3 – Fight Like a Woman: Intelligence and Pose with Gotham Jiu Jitsu.
RSVP: [FlatironFitness0803.eventbrite.com](https://www.eventbrite.com/e/flatiron-fitness-0803)
- Wednesday, August 10 – SIN Crawl with SIN Workouts.
RSVP: [FlatironFitness0810.eventbrite.com](https://www.eventbrite.com/e/flatiron-fitness-0810)

Throwback Thursdays

On Throwback Thursdays, the BID will organize a game station that is free and open to the public on the North Plaza, with giant games, board games, and cornhole sets. Games will be available beginning at 11:00 AM. Local businesses will join in on the fun and provide free cultural education and entertainment, such as a book-binding demonstration by the Center for Book Arts from Noon to 2:00 PM. Each Thursday at 6:00 PM, local musicians will entertain passersby on the plaza. NO RSVPs are required.

- Thursday, June 23 - Games, The Center for Book Arts & The Jazz Gallery
- Thursday, June 30 - Games and The PIT
- Thursday, July 7 - Games, The Center for Book Arts & The Jazz Gallery
- Thursday, July 14 - Games and TADA! Youth Theater
- Thursday, July 21 - Games, The Center for Book Arts & The Jazz Gallery
- Thursday, July 28 - Games and Metropolitan Room presents: Too Blondes with Chase and Savannah at 6:00 p.m. and Quarter 2 Four at 6:30 PM
- Thursday, August 4 - Games, The Center for Book Arts & The PIT
- Thursday, August 11 - Games & Metropolitan Room presents: Young Broadway Artists Sing at 6:00 p.m. and Dorothy Bishop's Dozen Divas at 6:30 PM

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