



For Immediate Release

Contact: Zac Roy, zac@anatgerstein.com, 917-822-7203
Jeff Simmons, jeff@anatgerstein.com, 917-673-0024

Flatiron Partnership to Host Free Public Plaza Events for the Mind, Body and Soul in July

-- Flatiron/23rd Street Partnership collaborates with local partners to offer free weekday evening programming --

(New York, NY) – Residents and visitors to the Flatiron District will be able to enrich their minds, strengthen their bodies, and laugh to witty performances – all for free this July on the Public Plazas. The Flatiron/23rd Street Partnership (BID) is collaborating with local partners to offer three weeks of the free evening programming from July 8 to July 24.

On Tuesdays, instructors from General Assembly, the urban campus for technology, design and entrepreneurship, will lead workshops on a range of tech-related topics. On Wednesdays, instructors from local Flatiron fitness studios will teach exercise and yoga classes, sponsored by Athleta, the fitness fashion retailer. On Thursdays, the Peoples Improv Theater (The PIT) will delight audiences with witty performances.

Since 2012, the BID has partnered with General Assembly to offer free summer tech workshops in the plazas. This year, the addition of fitness classes and improv performances mark an expansion of its summer programming.

Workshops with General Assembly – Tuesdays in the South Public Plaza

- ***Data-Driven Content Strategies – Tuesday, July 8 at 6:00 PM***
Having a content strategy involves understanding how to effectively use content to drive sales, brand awareness, engagement, and other metrics – and it's much easier said than done. In this class ideal for CMOs, marketers, journalists, advertisers, digital strategists, and graphic/visual artists, you'll learn the basics of developing a winning content strategy. Starting by identifying and defining what a content strategy is and other industry terms, you'll learn about the tech industry shifts behind content marketing's rise as well as its relevancy for marketers, advertisers, and journalists. You'll walk out thinking about marketing in a whole new way.

- ***Rules of Engagement: Moving Consumers from Awareness to Advocacy – Tuesday, July 15 at 6:00 PM***

Engagement is one of the hottest metrics in social marketing. While there are a number of ways to measure engagement, the concept can still feel nebulous. If you want to understand what makes an engaged member of a community, you have to walk in their shoes. This workshop will take you through how to set up a social marketing strategy that helps guide users in this journey, taking them from just merely being aware to becoming true brand advocates.

- ***Inbound Marketing Solutions: Marketing on a Budget – Tuesday, July 22 at 6:00 PM***

Inbound marketing is one of the most effective methods for promoting your business online – it uses specific strategies to convert strangers into customers and promoters of your business. This class will provide you with a comprehensive background of inbound marketing and teach you how to generate leads and improve traffic with a limited marketing budget. You'll also learn best practices, useful tools, and resources to help kick start your marketing campaign. Whether you're a marketing manager, entrepreneur, or just have an interest in marketing, this class is the perfect way to get started or expand your knowledge.

Classes with Flatiron fitness studios and Athleta – Wednesdays in the South Public Plaza

- ***Uplifting-HIIT with Uplift Studios – Wednesday, July 9 at 6:00 PM***

A non-stop, form-focused cardio boot camp, this HIIT (High Intensity Interval Training) class utilizes short bursts of cardio combined with strength training recovery periods. You'll get a head to toe workout that elevates your heart rate, improves cardiovascular endurance, and enhances muscular performance while the music takes you on dynamic journey to push yourself past what you thought was possible.

- ***Barreless Core Fusion with Exhale – Wednesday, July 16 at 6:00 PM***

Join us for a barre-less full body workout designed to give you chiseled abs, toned legs, cut arms, and a high, lifted butt. This ballet-inspired, core-centric class focuses on isolate core fitness exercises, alignment, flexibility, and posture as you work through targeted mindful muscle movements. Let Exhale push you to the limit – and then offer you balance – as every hard-worked muscle is treated to a deep, relaxing stretch.

- ***Shanti Flow with Yoga Shanti – Wednesday, July 23 at 6:00 PM***

In this class you can expect to break a sweat with a lot of standing postures and core work. You will also learn some fundamentals about how to do “vinyasas” with good alignment. Shanti flow is all about the combination of moving mindfully and flowing seamlessly from one posture to the next.

Performances by The Peoples Improv Theatre – Thursdays in the North Public Plaza

- Performers from the Peoples Improv Theater's (The PIT) Musical Friday house teams will perform a brand-new musical made up on the spot. The hilarity happens at **6:00 PM** on **July 10, July 17** and **July 24**.

To register for these free programs and for a full calendar of local events, visit www.discoverflatiron.org.

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.discoverflatiron.org

Email: info@flatironbid.org

Facebook: discoverflatiron.org/facebook

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