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"Fall in Love With the New Downtown" Presented By Camelot Communications & Sponsored By Platinum Properties, Benefiting the Hive at 55

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Fall In Love With The New Downtown will be a celebration of the influx of local businesses & residents, as well as post-recession entrepreneurs, in Lower Manhattan post recession/911. A portion of the proceeds will be going to the Hive at 55/Downtown Alliance.

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New York, NY (1888PressRelease) **October 21, 2010** - Celebrating the revitalization of Lower Manhattan & the influx of local businesses & young entrepreneurs, Camelot Communications is proud to present "Fall In Love With The New Downtown." The event will be hosted at Open Door Gastropub, the Financial District's newest event hotspot. Platinum Properties, a Wall Street based real estate services, has been named the premier sponsor of this amazing event, and a portion of the proceeds will go to Hive at 55, an initiative of the Alliance for Downtown New York.

"As a resident of the Financial District, as well as a post-recession entrepreneur, I wanted to create this event to serve a dual purpose-- to celebrate the revitalization of all businesses & residents of Lower Manhattan, as well as the return of small business owners & entrepreneurs amidst the recession," said Christina Cozzi, Founder & President of Camelot Communications. "Small businesses & entrepreneurs are the engine of change. We hope that participants emerge with new business connections & that attendees gain a new appreciation for the local establishments that make Lower Manhattan so amazing."

Other participants include August Black Interior Design, August Black HOME, LightAir, KK Salon, The Bluebell Cafe, Franklin Square Photographers, EMPOWERED Through Fitness, FCW Hospitality and Private Residence Consulting, Inc, YSL & Associates CPA, Downtown Magazine NYC, W Hotel Downtown, GOTHAM Magazine, J&R Music World, South Street Seaport Museum, CasaVino Wines, PVLSE, TCD Sales, Eyelash NYC, Excel Rain Main, Greene Grape Downtown, Julie Melillo Life Coaching, Open Action, NYC Business Solutions, Big Apple Maids, CRUNCH Fitness, We're Worth It, Citibank Business Banking, NYSC, re:active-personal fitness motivation, HANA Nails, Mint cars on-demand, Life Spring Coaching, among others.

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nesses, a wine & cheese tasting, high ticket item raffle, mini massages, and more.

ove" section of the Camelot Communications Web site at www.camelot-pr.com/fallinlove. Street, between Pearl and Cliff.

ent's gift bag, please contact Christina Cozzi at Christina at camelot-pr dot com or 516-

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About Camelot Communications

Camelot Communications is a full service, boutique Public Relations & Marketing Communications agency located in New York City's Financial District. Camelot Communications was originally founded by Christina Cozzi to serve small, local businesses who recognize the value of effective Public Relations & Marketing Communications, but were unable to justify or afford the exorbitant fees charged by most large agencies. With the influx of new businesses and residents in the downtown NYC area, Camelot strives to assist businesses in achieving Public Relations & Marketing success, translating into the enhanced success of the business. With the growth of Camelot Communications, the company now serves clients on a local, national, and international level. Camelot Communications effectively combines the personalized attention of a boutique agency with the senior-level, seasoned professionals found at a large agency. Camelot Communications specializes in a vast array of industries including Interior Design & Architecture, Fashion & Beauty, Health & Wellness, Hospitality & Travel, Food & Wine, Consumer Home Products, Photography, Corporate Communications, Professional Services, Small Business Communications, and Non-Profit/Charity, among others. Our goal is to provide you with what you need: a golden image, without royal fees.

About Open Door Gastropub

Open Door Gastropub is a gastropub, located directly in the heart of the Financial District. The new eatery is an updated version of the popular pub atmosphere, classed up with an array of delectable menu options, and their famous "Upside Down Brunch." The Open Door also offers a large back room with a private entrance available for parties, complete with either buffet or prix fixe options. Furthermore, the door is truly always open, since Open Door stays open until 4 a.m.! The gracious, inviting atmosphere boasts a long, elegant bar with a series of mini-chandeliers hanging overhead, genuine Georgian doors direct from Ireland, and a wide selection of table options--from cozy booths to round tables of six or more. Whether you're looking for a chic, yet affordable, downtown [restaurant](#) to take your date, a warm, inviting lounge to hang out with your friends, or an unpretentious after-work happy hour spot, Open Door Gastropub has something for everyone.

About Platinum Properties

Established in 2005, Platinum Properties is a Wall Street-based real estate services firm with a steadily growing staff of more than five dozen agents. Having opened three additional offices within the last five years, the firm is able to serve clients from two locations in Midtown and one in Paris, France. Most recently, Platinum has expanded its roster of services to include commercial investment advisory services and an in-house commercial practice, in addition to strengthening its ties within the residential market with its successful Platinum Management program, which has proven instrumental in serving the needs of international investors looking to own and manage property in Manhattan. Platinum also offers an on-site leasing and sales division, as well as an in-house legal counsel. Among the firm's most notable deals in New York are the \$33.7 million sale of the final three penthouses at Trump World Tower, selling the most expensive single residential unit in the Financial District at The Setai, New York for \$7.82 million, and the combined sale of just \$5.3 million for two of the city's most luxurious penthouses at William Beaver House, which had previously been on the market together for over \$10 million

About the Downtown Alliance / Hive At 55

The Downtown Alliance is the principal organization that provides Lower Manhattan's historic Financial District with a premier physical and economic environment, advocates for businesses and property owners, and promotes the area as a world-class destination for companies, workers, residents, and visitors. The Downtown Alliance manages the Downtown-Lower Manhattan Business Improvement District.

The Alliance for Downtown New York launched the Hive at 55 in December 2009, in conjunction with the New York City Economic Development Corporation, 55 Broad Street, and the Rudin family. The Hive at 55 co-working facility is a 4,000-square-foot, fully outfitted shared workspace that provides support to small businesses, freelancers, and entrepreneurs. It is located in Lower Manhattan at 55 Broad Street, also known as the New York Information and Technology Center. The facility workspace supports more than 40 people at one time in open seating, but also includes three private workrooms. Amenities at the Hive at 55 include Wi-Fi, fax, printers and copy machines, as well as conference rooms and bicycle storage. Conference rooms can be used for workshops, classes, seminars, business meetings, and other meetups.

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