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****NEWS RELEASE****

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Council member Margaret Chin joins Two Bridges and Little Italy Community Leaders to promote the Chinatown-Little Italy Historic District

New York, NY – Today, Council member Margaret Chin joined Victor Papa of the Two Bridges Neighborhood Council, Ralph Tramontana, President of the Little Italy Merchants Association, and Wellington Chen, Executive Director of the Chinatown Partnership, to hang the first of 40 banners that will be posted throughout Chinatown and Little Italy to help promote the shared history and future prosperity of both neighborhoods. The banners are up for 3-6 month intervals with the option of an extension. They will be going up over next few weeks.

“I am so happy to be here today to reaffirm the strong bonds between Little Italy and Chinatown,” **said Council member Margaret Chin.** “As many of you know, when I first came to America at the age of nine, we lived in Mott Street in Little Italy – and my mother still lives on Mott Street. These two neighborhoods have a shared history and I am confident that their future will be even brighter. These banners will provide wayfinding for visitors and New Yorkers alike, and will serve to introduce a new generation to the hidden gems, unique shops, and delicious restaurants our neighborhood is famous for.”

The banners – which will feature a variety of original artwork and are sponsored by different individuals, organizations, and businesses – will promote the Little Italy and Chinatown historic district. The banners go hand-in-hand with a newly released map of the district. The map serves as a self-guided tour, highlighting architectural gems and a clear route from the new 9/11 Memorial at the World Trade Center to the Chinatown & Little Italy Historic District.

Twenty-five thousand maps have been printed and are being distributed near the World Trade Center and throughout New York City. Maps can be found at hotel concierge desks, as well as the NYC & Co. Information Kiosks located on Canal & Baxter Streets, Times Square, and at the corner of Broadway & Vesey Street.

Business owners and community groups from Chinatown & Little Italy have joined forces to create a new marketing campaign highlighting neighborhood cultural landmarks, stores, and restaurants; 40 new street banners featuring original artwork commissioned by Two Bridges and depicting iconic buildings will be installed throughout the historic Chinatown & Little Italy neighborhoods, and are designed to go hand-in-hand with a newly released map of the district. The map serves as a self-guided tour, highlighting architectural gems and a clear route from the new 9/11 Memorial at the World Trade Center to the Chinatown & Little Italy Historic District.

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