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Sent: Thursday, October 10, 2002 8:03 PM
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Subject: Invitation to 10/18/02 Update on www.LowerManhattan.info

Dear Partners -

Thank you for helping make the launch of LowerManhattan.info - the City's public information campaign for Lower Manhattan - a success. Due in no small part to your efforts, www.LowerManhattan.info received nearly 5 million site hits in September.

But the website launch is just the beginning. In the coming weeks, we will begin advertising in outdoor and transit media to complement the grassroots outreach and business canvassing already underway and to increase awareness of the campaign and drive traffic to the website. We will also begin distribution of a free monthly newsletter to help broaden the campaign's reach and deliver news and information to those without Internet access.

The success of our efforts ultimately depends on the quality, usefulness and accessibility of the news and information we provide and our ability to get the word out about the campaign. We are currently thinking of ways to improve LowerManhattan.info through new content, site enhancements, additional outreach and alternative methods of delivering information.

We could use your help as we consider these and other ideas. Please join me and the other members of the LowerManhattan.info team for an update on the campaign's progress on Friday, October 18, at 10:00 a.m. The meeting will be held at the offices of the NYC Economic Development Corporation (EDC) at 110 William Street, 4th Floor Conference Room. At this meeting, we will provide a brief update on the website and outreach program, as well as present exciting new research about Lower Manhattan conducted as part of the campaign. Please reply to this email to confirm your attendance.

Thank you for your continued involvement in this important effort. I hope to see you next week.

Sincerely,

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