

FOR IMMEDIATE RELEASE

DISCOVER FLATIRON: FREE WALKING TOURS OF HISTORIC FLATIRON DISTRICT

NEW YORK – The advent of spring has brought with it the launch of a series of free walking tours through one of New York’s most historic neighborhoods: the fabled Flatiron district.

The 90-minute tours, sponsored by the Flatiron/23rd Street Partnership Business Improvement District (BID), are free to the public and step out every Sunday at 11 a.m. Scheduled throughout the rest of the year, the tours take visitors through streets that not only conjure images of a New York that used to be, but that continue to provide some of Manhattan’s most impressive architectural attractions.

See, for example, the site of Stanford White’s love nest, where the famed architect wooed showgirl Evelyn Nesbit, “the girl on the red velvet swing,” and learn why the lovers had to gain access to their hideaway by slipping through the back of one of America’s best-known toy stores . . . marvel at the beauty of the New York State Appellate Courthouse, a jewel box in marble . . . visit the sites of the original Madison Square Garden and the original Delmonico’s restaurant . . . hear the story of the first community Christmas tree lighting in the land, a tradition that endures to this day . . . discover the origin of the phrase “23-skidoo” and how it relates to New York’s most unusual skyscraper, the world-renowned Flatiron Building.

The tours are conducted by a rotating trio of guides, each of whom is an expert in city lore. They are Miriam Berman, the author of *Madison Square: The Park and Its Celebrated Landmarks*; Frederick Cookinham, who has been leading tours throughout the city for the New-York Historical Society as well as other notable institutions; and Mike Kaback, a native New Yorker whose tours have entertained and enlightened visitors for the last seven years.

The tours meet at 11:00 a.m. every Sunday at the southwest corner of Madison Square Park, at 23rd Street and Broadway.

About the Flatiron/23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District (www.discoverflatiron.org) is a not-for-profit organization formed in 2006 by property owners, tenants, city officials and others with a stake in the community, an approximately 38-block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue. The mission of the Partnership is to make a great neighborhood even better by making it cleaner, safer, and more beautiful through supplemental sanitation and security services, the promotion and marketing of the area's diverse offerings and undertaking additional neighborhood improvements.

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