

Camelot Communication' "Fall In Love With The New Downtown," A Huge Success

Celebration of Local NYC Businesses & Entrepreneurs, Portion of Proceeds Goes To Hive at 55 & The Alliance For Downtown New York

New York, New York (October 22, 2010) -- New York local & small businesses, post-recession entrepreneurs, residents & media alike came together on Wednesday night at Open Door Gastropub for a social, networking, & mini trade-show event. With the revitalization of Lower Manhattan and the influx of local businesses & young entrepreneurs, Camelot Public Relations & Marketing Communications (Camelot Communications) proudly presented "Fall In Love With The New Downtown." Open Door Gastropub, the financial district's newest event venue, was brimming with representatives from local businesses, entrepreneurs and residents, ready to breathe the life back into downtown Manhattan. Platinum Properties, a Wall Street based real estate services firm, was named the premier sponsor of this amazing event. Portion of the proceeds donated to Hive at 55 an initiative of the Alliance for Downtown New York, a non-profit advocate for businesses and property owners.

"Small businesses & entrepreneurs are the engine of change," said Christina Cozzi, Founder & President of Camelot Communications. "We want to thank everyone for celebrating the rebirth of Lower Manhattan and the return of business owners & entrepreneurs of all shapes and sizes amidst the recession/post 911. Beyond measure, we value your participation and support. We hope that participants emerge with new business connections & that attendees gain a new appreciation for the local establishments all around them."

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

"The evening was originally created for clients of Camelot Communications, to come together and celebrate their vast success, meet area residents, and discuss opportunities to work together," said Cozzi. "Word of the event spread rapidly and we decided to open up the event to other area businesses to participate. We knew this would be an excellent way for businesses to align, and I'm pleased to have included them."

Attendees raved about the scrumptious passed hors d'oeuvres, compliments of the Open Door Gastropub. The gift bags received were filled with NYC memorabilia & discounts to area businesses, mini-massages were given out by Hana Nails, fitness assessments from EMPOWERED took place, a wine tasting station was set up by CasaVino Events, and a hair demonstration by KK Salon was performed. Items raffled off included an original piece of artwork from Beth Avedis, IonFlow50 unit courtesy of LightAir, a gift certificate to John Street Florist, a free consultation worth \$500 from August Black/August Black HOME, free sessions from Life Spring Coaching, gift certificates from Mint Cars On-Demand, a beautiful arrangement of flowers from Flowers Of The World, jewelry from Morning Glory Jewelry Creations, high-end hair products & gift certificate from KK Salon, personal training sessions from EMPOWERED Through Fitness, among others. For more information on the event, or to interview any of the businesses that were involved in this event, please contact Christina Cozzi at 646-761-6513 or via email at Christina@camelot-pr.com. To learn more about the event, please visit www.camelot-pr.com.

About FCW Hospitality and Private Residence Consulting, Inc

FCW Hospitality and Private Residence Consulting, Inc. is a New York City based firm providing private residence and hotel consulting services in any location desired by our clients. Our consultants are experienced, dedicated professionals with many years of estate and hotel management experience. Whether our clients wish to train existing staff, recruit new talent, train to Five Star hotel standards, or set up a new private residence once construction is complete, FCW Consulting can help. We offer a host of packages and services specifically tailored to the needs of each client we work with.

About Camelot Public Relations & Marketing 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 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.