



## The Howard Hughes Corporation to Donate Rent Proceeds from the SEE/CHANGE Program at South Street Seaport to Post-Sandy Neighborhood Revitalization

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### SEE/CHANGE Continues Expansion with New Retailers, Movies and Summer Events



The new Pier 17 (Photo: Business Wire)

NEW YORK & DALLAS-- The Howard Hughes Corporation (NYSE: HHC) today revealed the new retail lineup that is now open at the increasingly popular SEE/CHANGE summer program at the South Street Seaport. In addition, the company announced that it will donate 50% of rent proceeds from the Pop-Up retailers to the recovery effort in the historic Seaport district following Superstorm Sandy. The developer will donate the proceeds to the Seaport Alliance ("SeA"), reaching those hard hit businesses in the area.

"We are making this donation to ensure that the essential small businesses that form the fabric of Lower Manhattan community continue to recover from Superstorm Sandy," said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. "We look forward to helping these businesses thrive once again as part of a vibrant South Street Seaport District that can be enjoyed by residents, local workers and visitors."

"Superstorm Sandy hit our neighbors at the Seaport particularly hard, which is why we included Seaport businesses in the Downtown Alliance's \$1.6 million Back to Business Grant Program," said Elizabeth H. Berger, President of the Downtown Alliance, the organization that manages the Downtown-Lower Manhattan business improvement district. "While the Seaport is not within our official BID boundaries, it is a major Lower Manhattan economic driver that has been instrumental to the success of the district. Proceeds from the SEE/CHANGE program will help the Seaport come back even stronger than before."

The SEE/CHANGE program welcomes an enticing new mix of retail Pop-Ups, food purveyors and unique programming in addition to the array of great offerings already drawing large crowds. A list of the updated offerings this summer includes:

- Pop-Up Retail - Along Fulton Street between South Street and Front Street in repurposed shipping containers, an exciting blend of food, fashion and fun includes: Magnolia Bakery (their first NYC pop-up), NYC Scoops, Black Diamond Cool Brew, Pain D'Avignon, Pinkberry, IT'SUGAR, Aksel Paris and TKTS.
- Returning Retailers - National retailers, including Abercrombie & Fitch, Superdry and Local Charm have reopened their doors and are welcoming back shoppers seven days a week.
- Front/Row Cinema - The series of outdoor films running through Labor Day Weekend has expanded to include Wednesday night screenings along with Saturday nights. Located at the intersection of Front and Fulton Streets, upcoming movies include: *Finding Nemo*, *Working Girl*, *Butch Cassidy & the Sundance Kid*, *The Aviator*, *Gigi*, *Young Frankenstein*, *Working Girl*, *Aviator* and *StarTrek*. The complimentary program features lawn and lounge chair seating, with shows beginning at 8pm (sunset).
- SmorgasBar - The popular food, beer, wine and spirits garden curated by Brooklyn Flea features a dozen food vendors and a bar serving local and artisanal beer, wine, spirits and mixers, including: Asia Dog, Brooklyn Oyster Party, Dosa Royale, Fonda, Milk Truck Grilled Cheese and Red Hook Lobster Pound. Concessions are open from 11am to 10pm Sunday through Thursday, and 11am to 11pm Friday and Saturday. SmorgasBar's outdoor Topsider Bar, on the upper deck of the containers overlooking Fulton Street, has also launched a weekly DJ party called SEAHOUSE every Thursday.
- FEEL/CHANGE Yoga - Every Saturday from 9am to 10am, novice and experienced yogis are welcome to roll out their

mats with YogaPeel. Located outdoors on the Front/Row Cinema lawn, the Vinyasa practice session is free and open to all levels of expertise.

For additional information on new activities and events, please visit [www.southstreetseaport.com](http://www.southstreetseaport.com).

#### About South Street Seaport

South Street Seaport is comprised of historic buildings and a pavilion shopping mall located at Pier 17 on the East River in Lower Manhattan. Cobblestone streets, gas lamps, sailing ships and a museum make the South Street Seaport one of the most memorable experiences in New York City. Recently, Travel +Leisure named the Seaport as the 26th most visited tourist attraction in the world, tied with China's Great Wall and ahead of Paris' Louvre Museum.

#### About The Howard Hughes Corporation

[The Howard Hughes Corporation](http://www.howardhughes.com) owns, manages and develops commercial, residential and mixed-use real estate throughout the U.S. Our properties include master planned communities, operating properties, development opportunities and other unique assets spanning 18 states from New York to Hawaii. The Howard Hughes Corporation is traded on the New York Stock Exchange as HHC and is headquartered in Dallas, TX. For additional information about HHC, visit [www.howardhughes.com](http://www.howardhughes.com).

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