



Sports Museum of America – In The New Downtown Manhattan

On his birthday, September 10, 2001, Philip Schwalb was standing in the Naismith Basketball Hall of Fame in Springfield, Massachusetts, realizing it had taken him nearly four decades to see the place that has long-honored the best players from his favorite sport. He also realized that, like more than 95% of lifelong sports fans across the U.S., he had never visited the Pro Football, Hockey, or Baseball Halls of Fame. The next morning, the attacks of 9/11 occurred, and Schwalb's life, like many others, would be changed forever. The event inspired him to leave his job and follow his dream. To found the first-ever museum experience dedicated to celebrating all the sports people love – known today as the Sports Museum of America (SmA) – in a place that would be accessible to millions – New York City.

When it came to the future home of SmA, several neighborhoods were initially considered, including Harlem and Times Square. However, after former United States Senator and basketball great Bill Bradley received a brochure regarding plans for SmA, he called Schwalb at home and recommended he consider downtown Manhattan, an area that would greatly benefit from help in re-building and revitalization after the events of 9/11. It is also an area that represents some of the most triumphant and memorable moments in American history – something SmA would present through the world of sports - and according to Bradley, a fitting place for a new American icon. It was advice that Philip Schwalb and co-founder Sameer Ahuja took very much to heart.

Located at 26 Broadway, the majestic, original headquarters of John D. Rockefeller's Standard Oil and the place where New York City's renowned tickertape parades traditionally begin (referred to as The Canyon of Heroes), SmA stands literally at the crossroads of the new Downtown Manhattan's vibrant tourist scene. Its universally loved subject matter will help draw "critical mass" so millions of visitors – local, domestic and international – can enjoy a fun-filled, enriching, and uplifting day in the neighborhood that some of America's most iconic landmarks call home.

SmA is located footsteps from the "Charging Bull" statue, one of the New York City's most famous symbols, and is literally across the street from the Statue of Liberty and Ellis Island ferries. Just around the corner are Wall Street, the New York Stock Exchange, the new Tiffany's, and famous Fraunces Tavern – a gathering place for travelers since 1762. In addition, SmA is a quick walk from the 9/11 memorial site currently underway, South Street Seaport, and the many other museums, shops and attractions in the area.

Visitors to SmA have multiple points of uncomplicated access, including public transportation by subway (4, 5 Express to Bowling Green; R, W to Whitehall Street; 2, 3 Express or J, M, Z to Wall Street; 1 to Rector Street; or the PATH to World Trade Center), bus (M1, M6, M9, M15, M20 to Battery Park; or Grayline – stop #12 – and City-Sights – stop #14 – Tour Buses to Bowling Green/Battery Park/Statue of Liberty Ferry), and ferry (Staten Island Ferry to Manhattan or the NY Water Taxi to Battery Park or Wall Street). In addition, several parking garages are available in the immediate vicinity.

Sports Museum of America's location in the heart of a re-energized Downtown Manhattan gives fans, families and educators yet another exciting reason to visit an area with so much to offer, from revered historic landmarks to brilliant new beginnings.

#

Contacts:

Rubenstein Communications, Inc. – *Public Relations*

Leah Watkins 212-843-8270 or lwatkins@rubenstein.com

Sports Museum of America (SmA)

Barbara Pflughaupt 646-826-2846 or Barbara@sportsmuseum.com