

**RELEASE**  
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## **CITI CONTRIBUTES \$50,000 TO “LONG BEACH IS OPEN FOR BUSINESS” CAMPAIGN; LEADS TO COMMUNITY REVITALIZATION AND STABILIZATION**



*Left to Right:* Pat Edwards, Citi Community Development Officer, Greg Watson, Asst. Commissioner of New York State Housing and Community Renewal, Jack Schnirman, City Manager, Eileen Goggin, Councilwoman, Fran Adelson, City Council Vice President and Michael Auerbach, Citi Branch Manager

**Long Beach, NY** – Citi has joined as a proud partner in the road to economic and physical recovery in the City of Long Beach, highlighted by a generous contribution of \$50,000 to the City’s “Long Beach is Open for Business” campaign for revitalization and stabilization efforts to help small businesses and promote recovery in the aftermath of Superstorm Sandy. This campaign will promote seasonal tourism, support local businesses, and provide a significant boost to our local economy. Thanks in part to Citi’s support; the campaign was able to be fully funded without any cost to Long Beach taxpayers.

In addition to their generous monetary contribution, on June 23<sup>rd</sup>, Citi employees, family and friends joined together as part of the company’s annual Global Community Day to become members of the “Long Beach Comeback Crew,” removing debris, litter, and glass from the City’s beaches.

"The efforts of dozens of Citi volunteers made a tremendous addition to our beach beautification project and Long Beach is thankful to them for joining our renewal endeavors." said Scott J. Mandel, City Council President.

“Long Beach is on the road to recovery and it is local partners like Citibank that help us along the way that give us great hope for a successful summer season and future for our local businesses” says Jack Schnirman, City Manager.

“Citi is proud to be part of the Long Beach community and to dedicate resources and manpower to helping the City rebound and recover,” said Pat Edwards of Citi Community Development. “Together with our community partners, we remain committed to being a strong partner in the revitalization and stabilization of the Long Beach community and business district”.

The “Long Beach is Open for Business” campaign has already launched the City’s first ever visitors website at [www.visitlongbeachnewyork.com](http://www.visitlongbeachnewyork.com) as well as television commercials starring Long Beach native Billy Crystal. These outlets as well as the addition of other promotional channels will ensure a speedy recovery for all City of Long Beach residents and business alike.

### **About Long Beach**

The City of Long Beach is one of only two cities on Long Island, and it currently has a population of about 35,000 people spread across two square miles of land surrounded by water. With the Atlantic Ocean on one side and Reynolds Channel on the other, Long Beach is a beautiful seaside community. In winter and summer, one can find strollers, joggers, and bicycle riders along the 2.2-mile oceanfront boardwalk. The adjacent beach is a 3.5-mile stretch of pure white sand, open to the public year round. For more information about Long Beach, please visit [longbeachny.gov](http://longbeachny.gov) or contact the City’s public relations department at 516-431-1000 ext. 7216 or via email at [info@longbeachny.gov](mailto:info@longbeachny.gov).