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BROOKLYN BRIDGE PARK TO HOST THE BROOKLYN FLEA

The popular outdoor market will expand to Brooklyn Bridge Park this summer

BBP's Pier 1 and Pier 6 are expected to be open to the public this winter

One of Brooklyn's most popular weekend attractions, The Brooklyn Flea, is coming to Brooklyn Bridge Park. Drawing largely from the best collectors and artisans in Brooklyn, New York City and Upstate New York, the outdoor market will bring dozens of vendors under the Brooklyn Bridge every Sunday, starting June 14 through October.

As host of the site, the Brooklyn Bridge Park Development Corporation (BBPDC) has worked closely with the New York City Department of Transportation to coordinate the use of the Brooklyn Bridge Plaza, the space under the Brooklyn Bridge, and bring The Flea, which has attracted upwards of 10,000 visitors a day to its Saturday location in Fort Greene, to Downtown Brooklyn and DUMBO.

Since being launched in April 2008 by Jonathan Butler, publisher of Brooklyn's leading blog Brownstoner.com, and partner Eric Demby, the Brooklyn Flea has attracted rave reviews from local publications like The New York Times and New York Magazine and national magazines like Country Living and House Beautiful. For more information on the Brooklyn Flea please visit <http://www.brooklynflea.com>.

Located at Old Fulton and Water Streets under the Brooklyn Bridge, the Brooklyn Bridge Plaza will be a grand civic space that will host a wide array of public activities when construction of the 85-acre park is completed. Currently the first phase of construction of Brooklyn Bridge Park is underway. By the end of 2009 Pier 1 and Pier 6 are expected to be open to the public making the long awaited dream of Brooklyn Bridge Park a reality.

"The Brooklyn Flea is a true neighborhood gem, drawing in thousands of visitors while providing small businesses with an opportunity to flourish," said ESD President & CEO Marisa Lago. "We are thrilled to host the Flea this summer and give the public a preview

of what an eye catching destination Brooklyn Bridge Park will be for tourists and New Yorkers alike.”

“We are looking forward to another exciting summer at Brooklyn Bridge Park,” said BBPDC President Regina Myer. “With the Brooklyn Flea located under the iconic Brooklyn Bridge I have no doubt it will continue to build on its reputation as one of Brooklyn's most popular weekend attractions while raising the profile of Brooklyn Bridge Park among regional, national and international visitors to the park and to the city.”

“It’s an honor to be expanding The Flea to a second location with the stature and history of the Brooklyn Bridge,” said Brooklyn Flea Co-Founder Jonathan Butler. “In these tumultuous economic times, it’s also particularly gratifying to create another opportunity for the hundreds of small businesses in the Flea family to continue to grow.”

"Bringing this colorful institution to the shadow of the Brooklyn Bridge shows how we can turn public space into world-class destinations," said DOT Commissioner Janette Sadik-Khan. "This iconic location is its own alluring invitation for visitors at this time of the year and adding a popular event like the Brooklyn Flea adds an even greater incentive during this economic climate."

“Brooklyn Bridge Park is undergoing its transformation into our city’s next great waterfront destination,” said Parks & Recreation Commissioner Adrian Benepe. “While the first phase of construction is underway, it has already played host to tens of thousands of visitors each summer. I am grateful to the Brooklyn Flea for bringing their popular outdoor market of vendors to the park this summer and to the Brooklyn Bridge Park Development Corporation for their stewardship of this important project.”

The first phase of park construction at Pier 1 includes over 1300 feet of promenade along the East River, and 2.5 acres of lawn with breathtaking views of the New York Harbor and the Brooklyn Bridge. Once completed, Pier 1 will add 9.5 new acres of park to the already existing Empire Fulton Ferry State Park and the Main Street City Park. Pier 6 will add about 7 acres of new park, including a 1.6 acre destination playground with water play areas and innovative play equipment built into the park landscape. A promenade will lead to incredible views of lower Manhattan and the New York Harbor. Three sand volley ball courts, a concession and dog run will also be constructed at Pier 6. Both piers are scheduled for opening at the end of 2009.

Brooklyn Bridge Park Development Corporation is a subsidiary of Empire State Development, New York’s chief economic development agency. ESD also oversees the marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information, visit www.brooklynbridgeparknyc.org

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