



For immediate release: June 29, 2011

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AT&T JOINS TWO TREES MANAGEMENT COMPANY AS HEADLINING SPONSOR FOR 2011 DUMBO ARTS FESTIVAL

AT&T to participate for first time in New York City's premier arts event – to be held Sept. 23-25 in DUMBO – showcasing world-class art, literature and music throughout the waterfront community

DUMBO, Brooklyn (June 29, 2011) – The DUMBO Arts Festival today announced that AT&T will join Two Trees Management Company as a major sponsor of the 2011 event – to be held this year from Sept. 23-25.

For three days Brooklyn's spectacular waterfront neighborhood will present the best in local, national and international art amid the spectacular backdrop of the Brooklyn and Manhattan Bridges and the New York City skyline in a digitally-devoted community. Last year's festival attracted more than 200,000 visitors, with the participation of more than 500 artists, 100 studios, 50 galleries and stages and 100 programming partners.

"AT&T is proud to be the presenting sponsor of this year's DUMBO Arts Festival, as few events in the city reach as many people and offer so much access to art, music, literature and emerging technology," said **Tom DeVito, vice president and general manager for AT&T in New York and New Jersey**. "DUMBO is important to us, and that is why, in addition to supporting great events like the festival, we are consistently improving our network's performance here to make sure you have the best wireless voice and mobile broadband experience."

"Two Trees has been the founding supporter of the DUMBO Arts Festival since its inception 15 years ago, and we're glad to welcome AT&T," said **Lisa Kim, cultural affairs director at Two Trees Management**. "The marriage of the arts and business is a cornerstone of our work, and we feel that this new relationship will truly enhance the DUMBO Arts Festival, making it an even more spectacular experience this year."

"I'm proud to support AT&T's efforts to 'reach out and touch' Brooklyn," said **Brooklyn Borough President Marty Markowitz**. "AT&T's sponsorship will allow the festival to further innovate – like guides with Wi-Fi-enabled tablets powered by AT&T's network. Bravo to AT&T, Two Trees Management and the DUMBO Arts Festival. May the wireless force be with you!"

"This is great news for the entire community," said **DUMBO Improvement District Executive Director Alexandria Sica**. "The DUMBO Arts Festival not only highlights the cultural life of this neighborhood but also is a major economic boon for our businesses. Visitors to the Arts Festival come back to DUMBO throughout the year, inspired to connect with the neighborhood – to see and experience more. AT&T is going to make this easier than ever and we're thrilled that they have arrived in DUMBO."

Videos projected onto DUMBO's bridges and buildings, as well as multi-media performances and other technological wonders, will make the DUMBO Arts Festival a "must-attend" fall event. Visitors can meet and interact with artists working in their studios or making murals on the streets, participate in literary events and listen to music of many different genres. The event will feature programming for children of all ages.

AT&T will be integrated into various aspects of the festival, including sponsoring a signature installation that will be a cornerstone of this year's artistic programming. Dozens of guides with Wi-Fi-enabled tablets and spread out across DUMBO will direct, teach and interact with festival-goers using the robust AT&T network. The festival will include a new lounge with amenities powered by AT&T, including charging stations and AT&T Wi-Fi-enabled products featuring an interactive festival map.

Additionally, the festival will add a new award category, the AT&T Audience Award. Visitors can vote through their mobile devices and at <http://dumboartsfestival.com> during the festival weekend for their favorite piece of artwork, with the winner receiving a prize.

The DUMBO Arts Festival will again be produced by the renowned Dalzell Productions, led by Karen Dalzell.

Festival hours are 6 p.m. to 9 p.m. Friday, Sept. 23; 12 p.m. to 8 p.m. Saturday, Sept. 24; and 12 p.m. to 6 p.m. Sunday, Sept. 25. All outdoor projections are open from 6 p.m. to midnight all three nights.

For more information, please visit <http://dumboartsfestival.com>. To get the latest updates on artists and exhibitors, follow the festival on [Facebook](#) and [Twitter](#) (@[dumboartsfest](#)).

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