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NEW YORK, NEW YORK

edited by Valerie Block

An Intrepid errand of mercy

INTREPID SEA-AIR-SPACE MUSEUM president **Bill White** (right) sprang into action when the earthquake hit Haiti. Through the foundation's military connections and some well-heeled friends, he's managed to ship 300,000 pounds of lifesaving supplies to the stricken nation.

Real estate developers **Larry Silverstein**, **Joseph Moinian** and **Steven Fisher**, a member of the *Intrepid* museum's founding family, were among the moguls who raised more than \$100,000 to fund the mission. Manhattan-based construction company SG Blocks donated six 50-foot containers, which were then filled with food, water, medical supplies and clothing collected by livery drivers and their networks. They are expected to reach Haiti on Tuesday. After they're emptied, the reusable containers can be used as shelter or even a makeshift OR.

Mr. White flew by private jet to Haiti last week to make sure that the supplies will be distributed where they are most needed. He met with Dr. **Dianne Jean-Francois**, who runs the Catholic Medical Mission Board in Haiti, as well as with military commanders. "Maybe some people won't have to die from lack of hydration because of what's in those containers," says Mr. White. "It's amazing what a \$20 bag of IV antibiotic can do."



Broadcasters mum on ad bonanza

BROADCASTERS CAN expect a windfall from corporations and unions pouring money into political advertising, now that the Supreme Court has lifted restrictions on spending by those groups. Media economist and consultant **Jack Myers** thinks the court decision could bring a boost of \$300 million to \$500 million to the local TV market in 2010, and up to \$1 billion in incremental ad spending across all media during presidential campaign years.

The biggest potential winners in 2010 include the CBS and ABC station groups, according to a study by media banker **Michael Alcamo**. Both groups have hotly contested elections in 60% of their markets.

Just don't ask local GMs to talk about it. The major station groups, including those owned by NBC, CBS and Fox, passed on requests last week to discuss the riches they stand to reap. "This is a political hot potato," says Mr. Myers. Station execs don't want to draw any attention to themselves, especially with Congress considering new restrictions. If there's any testifying, they don't want to be called to Washington for a starring role.

A sports bar for all seasons

MICKEY MANTLE's Restaurant and Sports Bar is gearing up for more than just the Super Bowl these days. A mainstay on Central Park South for the past 22 years, the sports shrine just re-upped its lease for another 10 years. Now owner and chef **Christopher Villano** is sinking some dough into

upgrading the restaurant's kitchen, menu and decor.

"We want to add more innovative dishes and put food out more quickly," says longtime general manager **Bart Alexander**. "We'll be able to grill our burgers faster with a new broiler."



The eatery also wants to have some fun with the retractable awning that shades its outdoor seating area. "We'll do a seasonal awning that [reflects] the sports seasons, like pinstripes for baseball and brown for football," Mr. Alexander says.

Green would have been the color of choice on Feb. 7 had the Jets made the Super Bowl. Despite their absence from the big game, Mr. Alexander says the restaurant will be full. "We'll be ordering extra beer and food, for sure."

For women of a certain age

MOVE OVER, *More* magazine: Faboverfifty.com is set to launch on Feb. 18. The brainchild of **Geri Brin**, a former editor and publisher at Fairchild Publications, the site will feature articles on issues like menopause, fitness and travel.

Already, Ms. Brin has interviewed 86 women, including bold-faced names like author **Suzu Welch** and Hearst Magazines president **Cathie Black**, and posted their favorites.

Ms. Brin, 62, convinced investors to pony up hundreds of thousands of dollars, and has signed on major sponsors like Raymond James and Olay.

"Women over 50 have more spending power and discretionary income than any other group in the nation," Ms. Brin says.

We're not all Olympians

NEW YORK'S CONTRIBUTION to the Winter Olympics in Vancouver will extend beyond athletes. The funky bus shelters and bike racks in the athletes' village were designed by local firm Urban Movement Design. The stationary structures were created with mobility in mind.

The bike racks will not only hold the vehicles but will also offer support to cyclists who want to stretch before or after their rides. Similarly, each bus shelter has five different seating choices, including reclining.

Robyne Kassin, who owns the firm with partner **Sarah Gluck**, says an event like the Olympics is a natural fit for the company, which has designed a shower chair for polio victims and a sofa for the wheelchair-bound. ■

Contributors: *Theresa Agovino, Lisa Fickenscher, Matthew Flamm, Miriam Kreinin Soucar*

