

Wednesday, September 08, 2010

[Biederman Redevelopment Ventures brings "fan fest" to NY Jet home games](#)

New York - When the NY Jets play at home this season, the games will begin before fans enter the new Meadowlands stadium.

The Jets have turned to Biederman Redevelopment Ventures and parks impresario Dan Biederman to create a "Fan Fest" area where football fans can be entertained before the opening kickoff. Games, exhibitions and events will be held in the 350,000 square foot plaza surrounding the new stadium starting Monday night, Sept. 13th, when the Jets open their home NFL schedule vs. the Baltimore Ravens.

The plaza surrounding the stadium will feature movable trees, bushes, tables and chairs, bands, Jet history and uniform exhibits, ping pong, a weather station, a display of football art, chess exhibitions, a tribute to local high school teams, and several other programs that will be supported by the new stadium's corporate sponsors: Verizon, Bud Light, MetLife, and Pepsi. The exhibits will be taken up and down for only NY Jet home games.

American chess grandmasters Robert Hess and Maurice Ashley will take on the fans before game time. Hess will be at the Ravens game and Ashley at the Patriots game on Sept. 19.

"The Jets wanted to give their fans a fun pre- game experience at the new stadium and we believe we will give them just that," said Biederman, best known for turning New York City Bryant Park into a must-go midtown destination.

Biederman Redevelopment Ventures works with cities and developers around the country to bring improvements to their parks and downtown areas, by using private funding and private sector techniques to improve public spaces.

Perhaps Biederman greatest Greening, revival project is Bryant Park which he helped transform in 1992 from a crime-ridden, drug-filled, to be avoided midtown location behind the New York Public Library to a seven acre jewel and quiet haven for New Yorkers and tourists in midtown Manhattan.

In addition to the new Meadowlands stadium plazas, he is currently working on revenue and program improvements to Boston Common and Philadelphia's Rittenhouse Square.

Biederman has over 30 years of experience transforming parks and urban neighborhoods into clean, safe, attractive, revitalized locations that attract thousands of people daily. He has served as a consultant to downtown redevelopment / management projects in Los Angeles, Chicago, Dallas, Houston, Atlanta, Miami, Pittsburgh, Baltimore, and Newark, among other cities. Biederman's been a key figure in improving New York City landmarks, as Co-founder of the Bryant Park Corporation and 34th Street Partnership. He is responsible for the improvements in those sections of New York City over the last three decades.

About Biederman Redevelopment Ventures

Biederman Redevelopment Ventures Corporation is the private consulting firm of Daniel A. Biederman, co-founder of the Bryant Park Corporation and 34th Street Partnership, and creator of the largest complex of private urban redevelopment projects in the United States. Additional information is at: <http://www.brvcorp.com>