



Blumenfeld Development Group and Brookfield Properties light East River Plaza blue to thank healthcare heroes

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Manhattan, NY East River Plaza, a Blumenfeld Development Group and Brookfield Properties property located in East Harlem, was one of 150+ buildings across the nation who participated in the “Light It Blue” initiative to thank healthcare professionals who are working around the clock to treat patients amid the COVID-19 pandemic.

The “Light It Blue” campaign is one of many tributes happening globally designed to boost spirits and promote togetherness and positivity.

To stand in solidarity with the men and women working in hospitals, East River Plaza will remain lit blue throughout the COVID-19 pandemic. The building serves as a beacon of hope, honoring the Harlem, NYC, and global healthcare community.

“We are humbled and honored to take part in this grand gesture of gratitude and thanks. It’s a simple way to show our support to those on the frontlines and we especially want to thank our neighborhood heroes who are doing everything they can to keep our community safe during this time,” said Ed Blumenfeld, president, Blumenfeld Development Group.

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