

# JournalNews

January 17, 2007

## Comic contest offers rent credit

### Apartment building in Yonkers targets YouTube crowd

Ernie Garcia  
The Journal News

YONKERS — A downtown developer has launched an Internet video contest to promote its new building, with the hope the submissions will be as funny as the “American Idol” tryouts.

“I Gotta Move” is the idea of MetroPartnerships, the company building the 170-unit rental apartment building at 66 Main St. The company is using the YouTube Web site to drum up interest in the February opening of the complex.

Whoever submits the funniest, craziest or most creative video illustrating a desperate need to move wins a \$3,366 credit toward rent in the new building.

“If there is reality television, why can’t there be reality advertising?” said Andrew Siano, the property manager.

MetroPartnerships is banking on the power of YouTube.com to spread the word about their 10-story project, where rents will range from \$1,400 for a studio apartment to \$3,200 for a two-bedroom unit.

Siano said his company decided to launch a contest on YouTube because the Web site’s young users are the type of people Siano wants to attract to downtown Yonkers.

“These are the early adapters, the people willing to stand in line for an iPhone,” said Siano. He expects 66 Main St. to become an Internet sensation because people can share YouTube videos with their friends. “It’s such a viral format.”

For the technologically handicapped, the company also will host a video taping session in White

Plains at 10:30 p.m. on Jan. 25 at the Black Bear Saloon at 166 Mamaroneck Ave. Contestants who aren’t ready for their close-up can submit a 250-word essay instead.

For more information on the contest, which ends April 15, go to [www.66main.com](http://www.66main.com).

In addition to its Internet promotion, the company has advertised 66 Main St. in New York City magazines with young, affluent readerships like Time Out New York and New York. One thing the advertisements don’t mention, however, is the city where the building is located.

“Right now we want the readers to focus on the building and the amenities,” Siano explained. “My fear is that someone in Brooklyn will say that it’s in the suburbs. Obviously we’re not. We’re proud of our city status.”

Reach Ernie Garcia  
at [elgarcia@lohud.com](mailto:elgarcia@lohud.com)  
or 914-696-8290.