

**#SaveNYC is a grassroots, crowd-sourced, DIY movement to protect and preserve the diversity and uniqueness of the urban fabric in New York City.**



As our vibrant streetscapes and neighborhoods are turned into bland, suburban-style shopping malls, filled with chain stores and glossy luxury retail, #SaveNYC is fighting for small businesses and cultural institutions to remain in place.

Our mission is to bring attention to the plight of Mom and Pop, and to lobby state and city government to implement significant and powerful protections for small businesses and cultural institutions across the five boroughs of New York City.

The devastation has been overwhelming. Protecting what remains will require a multi-pronged approach. Our first steps:

- **To raise awareness**, the site [savenyc.nyc](http://savenyc.nyc) gathers video and photographic testimonials from people everywhere who love New York and want to see its diverse culture and heritage protected. We tweet and Instagram with the hashtag #SaveNYC, and run a Facebook group.
- **Our first political objective** is to pass the Small Business Jobs Survival Act (0402-2014). This bill will make it possible for small businesses to negotiate fair lease renewals with landlords, thus stemming the tide of mass evictions and catastrophic rent hikes.

**Join the fight. Visit [www.savenyc.nyc](http://www.savenyc.nyc) for more information on taking action, upcoming events, and to submit your own testimonial.**