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## **ESD AND NYCEDC ANNOUNCE PAPERLESS POST TO EXPAND AND CREATE 76 NEW JOBS**

Empire State Development (ESD) and the New York City Economic Development Corporation (NYCEDC) today announced Paperless Post, an innovative online communication design company, will relocate and expand its operations to Lower Manhattan. The company has outgrown its old space, and will move to 115 Broadway in Lower Manhattan in September 2013. The expansion, announced today, will create 76 new jobs and retain 51 existing positions.

[“Paperless Post](#) is a great brand – and an asset to New York,” said Empire State Development President, CEO & Commissioner Kenneth Adams. “The company’s expansion means new jobs for New Yorkers and further cements the Empire State’s reputation as a place for creative and innovative companies to grow and thrive.”

“Today’s most innovative startups are putting Lower Manhattan on the map as a vibrant place to headquarter a 21st Century company,” said New York City Economic Development Corporation Executive Director Kyle Kimball. “I would like to congratulate Paperless Post on its expansion, which will contribute to the continued revitalization of the neighborhood.”

“For a company so focused on design, Lower Manhattan is an incredible option because the surroundings are historical and the buildings are beautiful and built with a craftsmanship you don’t find anywhere else in Manhattan,” said Paperless Post CEO and cofounder James Hirschfeld.

“As a tech company we grow faster than other companies—every year double in size and it’s important for us that we be in an area that has room to accommodate that growth. Lower Manhattan has more room than any other place in Manhattan that we would want to be,” said Paperless Post cofounder Alexa Hirschfeld.

Paperless Post is currently located in a 7,000 square foot facility on West 25<sup>th</sup> Street in Midtown Manhattan. The new building will provide an additional 5,500 square feet of space, allowing the company to accommodate for increased demand and additional employees as it continues to grow. In just four years, Paperless Post has already outgrown three offices.

ESD and NYCEDC jointly offered Paperless Post \$455,000 in World Trade Center Job Creation & Retention Program funds (“JCRP”) to help the company expand and add new jobs. The JCRP program encourages companies to relocate to Lower Manhattan and create at least 75 new jobs. In addition, in

March, Paperless Post was selected as one of the winners – from more than 300 applicants - of NYCEDC’s “Take the H.E.L.M.: Hire + Expand in Lower Manhattan,” a competition sponsored by the Lower Manhattan Development Corporation which encourages creative and innovative businesses to open a new office or expand an existing office in Lower Manhattan and to encourage growth and diversification of the area’s economy. Paperless Post was selected as the winner of the “Technology Track” and awarded \$250,000 to assist their move and expansion.

### **About Paperless Post**

Paperless Post helps you create online and fine paper stationery that reflects your individual aesthetic. Our distinctive, customizable designs and powerful online tools make it easy to communicate expressively on any occasion—from everyday correspondence to milestone life events. Paperless Post collaborates with leading fashion and lifestyle designers, including kate spade new york, Oscar de la Renta, Jonathan Adler, and John Derian. To date, Paperless Post users have sent over 80 million cards.

Siblings James and Alexa Hirschfeld launched Paperless Post in 2009 to prove that communication could be personal and well-designed regardless of the medium. Since then, the startup has established new standards for modern correspondence, allowing users to communicate expressively on platforms that have otherwise favored efficiency over design. In 2013, Paperless Post introduced the first collection of hybrid online-offline stationery, bringing the timeless tradition of fine paper to users who value the efficiency and accessibility of the web.

### **About ESD**

Empire State Development (ESD) is New York’s chief economic development agency ([www.esd.ny.gov](http://www.esd.ny.gov)). The mission of ESD is to promote a vigorous and growing economy, encourage the creation of new job and economic opportunities, increase revenues to the State and its municipalities, and achieve stable and diversified local economies. Through the use of loans, grants, tax credits and other forms of financial assistance, ESD strives to enhance private business investment and growth to spur job creation and support prosperous communities across New York State. ESD is also the primary administrative agency overseeing Governor Cuomo’s Regional Economic Development Councils and the marketing of “I Love NY,” the State’s iconic tourism brand. For more information on Regional Councils and Empire State Development, visit [www.regionalcouncils.ny.gov](http://www.regionalcouncils.ny.gov) and [www.esd.ny.gov](http://www.esd.ny.gov).

### **About NYCEDC**

[New York City Economic Development Corporation](http://www.nyc.gov/nycedc) is the City's primary vehicle for promoting economic growth in each of the five boroughs. NYCEDC's mission is to stimulate growth through expansion and redevelopment programs that encourage investment, generate prosperity and strengthen the City's competitive position. NYCEDC serves as an advocate to the business community by building relationships with companies that allow them to take advantage of New York City's many opportunities. Find us on [Facebook](https://www.facebook.com/nycedc) or follow us on [Twitter](https://twitter.com/nycedc), or visit our [blog](http://www.nyc.gov/nycedc) to learn more about NYCEDC projects and initiatives.

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