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FOR IMMEDIATE RELEASE

ONBOARD TOURS NOW OFFERS THE "NYC FREEDOM TOUR" WITH ACCESS TO THE 9/11 MEMORIAL

New York's #1 Tour Company announces a new 9/11 Memorial & Statue of Liberty Tour that wows visitors without increasing traffic congestion

New York - September 7, 2011 The NYC Freedom Tour gives New Yorkers and visitors an opportunity to view the new 9/11 Memorial, Statue of Liberty, Brooklyn Bridge, and other attractions without contributing to the traffic problems in downtown Manhattan. In an effort to help the city reduce traffic around the 9/11 Memorial at the World Trade Center, OnBoard Tours has partnered with New York Water Taxi to have visitors taking the NYC Freedom Tour arrive by boat.

"We wanted to create a unique New York tour experience for our customers, while at the same time doing our small part to help reduce the traffic burden on lower Manhattan," said Tom Schmidt, CEO of OnBoard Tours. "Encouraging visitors to arrive by boat, instead of by car, taxi, or bus, will make a significant difference in traffic congestion around the 9/11 Memorial, which is in the heart of the financial district."

The OnBoard NYC Freedom Tour is the only tour in the world that includes multiple bus, walking and boat tours. Visitors will have the opportunity to see the Statue of Liberty and the Brooklyn Bridge up close and personal from the deck of one of New York's premier water taxi's. The NYC Freedom Tour is part of OnBoard's overall partnership with NY Water Taxi, which involves OnBoard's customers experiencing boat rides on most of OnBoard's [New York City tours](#).

Additionally, the NYC Freedom Tour follows OnBoard's award-winning tour format which involves having a tour guide stay with the group throughout the entire tour. Tour guides will present an in-depth history of the 9/11 tragedy. Guests will have the opportunity to pay their respects at the Memorial, and then they will visit several surrounding attractions and learn about the impact the attack had on New York City, the details of the recovery effort, and the plans for re-developing the area. The tour includes the Firefighter's Memorial, St. Paul's Chapel, Trinity Church, and Wall Street, where guests will see and hear about the impact of the tragedy on New York City and the world.

Having a tour guide with you to show you the area and tell you about its history makes the difference between seeing some buildings and truly understanding the impact of the event on the psyche and character of New York City. OnBoard tour guides are local New Yorkers. They each bring their own perspective to the tour, and they share their personal stories and experiences about how the attack affected their lives. It is that interaction that makes the guided tour experience such a superior way to experience New York City.

The NYC Freedom Tour was recently featured in a Wall Street Journal article about the expected increase in tourism from the new 9/11 Memorial at Ground Zero. According to the article, 380,000 people have reserved passes to see the 9/11 memorial since July 11th. It is expected that over 4 million people will visit the memorial in it's first year.

Beginning September 12th, for just \$59.99 per person, visitors can take the OnBoard 9/11 Freedom Tour. Entry tickets for the [9/11 Memorial](#) are included with the tour. To book tickets or learn more visit:

<http://www.onboardnewyorktours.com/nyc-freedom-tour/>

About OnBoard Tours:

Founded in 2005, OnBoard Tours offers the only comprehensive guided sightseeing tour of New York City. OnBoard Tours also offers tours in Washington, D.C., and Las Vegas.

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