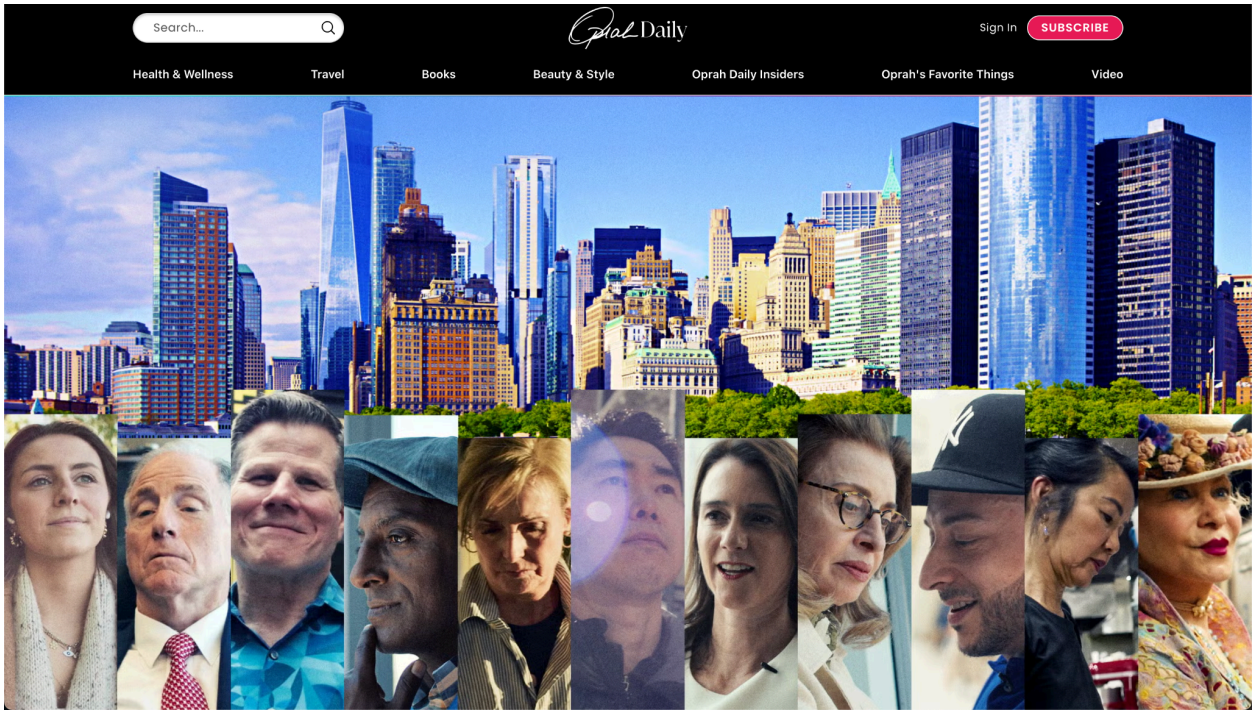


Never Bet Against New York is an 11-episode short-form docuseries celebrating the people who make Lower Manhattan thrive today. Produced by Russo Strategic Partners on behalf of World Trade Center developer Silverstein Properties, the series features business owners, artists, residents, and community leaders sharing what they love about the neighborhood, how they have watched it transform over the past two decades, and the role they play in shaping its future.

Timed to the 25th anniversary of 9/11, the series takes its name from developer Larry Silverstein's famous declaration of New York's resilience. Each episode tells a personal, character-driven story rooted in optimism and community, offering viewers a window into a neighborhood that has become one of the most dynamic in the city.

The series was distributed exclusively through Oprah Daily as its flagship 9/11 anniversary content, reaching more than 4.5 million monthly readers and generating over 1.2 million views across social media platforms.

Series Links:

Oprah Daily: “It’s Been 25 Years Since 9/11, and This New Video Series Highlights the Resilience of Lower Manhattan”

Oprah Daily x World Trade Center YouTube Playlist

Team:

- Chris Russo - Executive Producer
- Caroline Page - Executive Producer
- Madison Polkowitz - Associate Producer
- Hunter Williams - Director & Editor
- Jake Kruty - Director of Photography

Agency & Film Production Partner: Russo Strategic Partners

Russo Strategic Partners is a marketing agency based in New York City with clients nationwide. The agency specializes in brand strategy, social media, and video marketing, working with clients across industries with particular depth in real estate, restaurants, and hospitality. For real estate and development clients, RSP focuses on leasing up properties, placemaking developments, generating buzz for neighborhoods, and driving foot traffic to destinations. Learn more at russostrategicpartners.com.

Client: Silverstein Properties

Silverstein Properties is a privately-held, full-service real estate development, investment, and management firm. Founded in 1957 by Chairman Larry Silverstein, Silverstein Properties has developed, owned, and managed more than 40 million square feet of office, residential, hotel, retail, and mixed-use properties. Best known for the redevelopment of the World Trade Center, the firm focuses on large-scale, complex development projects that enhance neighborhoods. Learn more at silversteinproperties.com.

Episode Descriptions:

Painting Resilience: Kerry Irvine

Kerry Irvine tragically lost her sister in the 9/11 terror attacks. 25 years later, Kerry paints from her studio on the 80th floor of 3 World Trade Center, overlooking the reflecting pools. She shares her emotional story and the personal significance of having an art studio at the World Trade Center campus.

Never Forget 9/11: Bill Dacunto

On September 11, 2001, Bill Dacunto ran day to day operations at the World Trade Center. That morning, his life changed forever.

Bill tells his story of surviving the 9/11 attacks and his choice to dedicate his life to rebuilding the World Trade Center, driven by a deep sense of responsibility to build back better in the face of terrorism. 25 years after 9/11 as the Executive Vice President of Operations at Silverstein Properties, he reflects on resilience, safety, and the pride of helping transform Lower Manhattan into a stronger, thriving neighborhood.

25 Years After 9/11, A Bustling World Trade Center Campus: Mary Ann Tighe

Mary Ann Tighe has been named “the most powerful woman in New York” by Crain’s Business for a reason: among other achievements, she convinced major companies like Conde Nast, McKinsey, and Moody’s to call the World Trade Center home after 9/11.

Tighe reflects on Lower Manhattan’s 25-year transformation and why, time and again, companies continue to choose it as home.

Baking Positivity: Lucille Yip

Lucille Yip’s story is a portrait of resilience defined not just by what she’s endured, but by how she shows up today: with a smile that lifts others. From caring for hundreds of patients on 9/11 as an ER nurse to rebuilding her life after losing her home in the Maui wildfires, she continues to create joy and community through her bakery in the Financial District of Lower Manhattan. She demonstrates that optimism can be constant and contagious.

How the World Trade Center Became a Center for Art & Culture: Bill Rauch

The successful rebuild of The World Trade Center campus didn’t just include office buildings. It also included the 129,000-square-foot, cube-shaped cultural venue, the Perelman Performing Arts Center, which has emerged as a hub for theater in Lower Manhattan.

Bill Rauch serves as the Inaugural Artistic Director of PAC NYC, continuing his life’s work of creating space for bold, diverse voices to thrive and for people of all backgrounds to enjoy live theater.

Through the journey of “CATS: The Jellicle Ball” from PAC NYC to Broadway, he reflects on the center’s role as an incubator for world-class art and a symbol of the neighborhood’s surge in creativity.

A Snapshot of an Ever-Evolving New York: Ming Chen

You’ve probably scrolled through dozens of gorgeous looking photos of the New York City skyline on Instagram. Chances are, at least one of those photos was taken by Ming Chen.

Ming explores how Lower Manhattan became both his canvas and creative home, documenting the energy, architecture, and humanity of New York through his camera lens over decades. His

story reflects the ever-changing skyline of the city, finding beauty in the evolution of a place that never loses its resilient spirit.

Lower Manhattan as a Culinary Capital: Marcus Samuelsson

Chef & restauranteur Marcus Samuelsson shares how opening Metropolis at the World Trade Center has been one of the greatest honors of his life, showcasing resilience 25 years after the tragedy of 9/11.

A Premiere Workplace at The World Trade Center: Kathleen Zdanowicz

Kathleen Zdanowicz always dreamed of living in New York. Now, as someone who lives in Lower Manhattan and works at the World Trade Center, she shares why New York has a certain magic and opportunity that's unlike anywhere else.

The Colorful World of "Purely" Patricia Fox

It's not an understatement to say that "Purely" Patricia Fox lives life in color. She describes herself as "a colorful person living in a beige world."

Patricia, who can often be spotted walking around New York in her bold, colorful style, shares why New York is the only city she can fully express herself and shares a peek at how Lower Manhattan serves as her playground.

Sounds From the Public Piano in The Oculus: "Piano Mike" Meyers

If you've ever had the opportunity to walk through The Oculus, Lower Manhattan's major transit hub at The World Trade Center, you'll likely hear the sounds of a piano echoing throughout the space. Piano Mike is often the musician behind this piano, delighting passersby with his tunes. He shares how public performance in the heart of Lower Manhattan creates meaningful connections.

25 Years After 9/11, Lower Manhattan is a Bustling Destination: Jessica Lapin

As the president of the Downtown Alliance, Jessica Lapin has been a driving force behind Lower Manhattan's rebirth, shaping the neighborhood into a cleaner, safer, and more vibrant place. Jessica reflects on the incredible transformation of Lower Manhattan into a 24/7 live, work, and play destination, anchored by The World Trade Center campus, as well as countless retail stores, restaurants, and cultural institutions.