

EventId: 963616

07/27/2026 04:39 PM

Event Details

Event Id: 963616

Event Name: Duolingo Phonetic Fashion Campaign

Event Description: Duolingo requests a one-day promotional street event on the sidewalk and adjacent curb lane at Howard Street between Broadway and Crosby Street. The event consists of one 6-foot folding table staffed by 1-2 brand ambassadors distributing free Duolingo-branded merchandise sunglasses and small promotional items to passersby at no charge. No items will be sold and no food or beverages will be distributed. A white unbranded van will be parked in the curb lane adjacent to the table serving as a backdrop and merchandise storage. Duolingo's costumed owl mascot will greet pedestrians and pose for photos in scheduled appearances within the permitted area with dedicated staff managing the photo queue along the curb line. There will be no amplified sound tents stages or other structures and no street or sidewalk closure is requested. A clear pedestrian path will be maintained at all times and all materials a

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 09/12/2026 11:00 AM

Start Date: 09/12/2026 11:00 AM

End Date: 09/12/2026 07:00 PM

Breakdown Date: 09/12/2026 07:00 PM

Event Status: Submitted

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 07/21/2026 04:57 PM

Application Processing by:

Applicant Details

Applicant Name: Chrisly Macaraeg

Applicant Address:

Applicant Country: United States of America

Applicant Email:

Applicant Phone:

Applicant Cell Phone:

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	HOWARD STREET between BROADWAY and CROSBY STREET Note: Approx. 40 ft of curb lane on the south side of Howard St beginning 50 ft east of Broadway: one branded van 20 ft parked at the curb with one 6-ft folding table on the adjacent sidewalk. Free merchandise giveaway only no sales. Clear pedestrian path of 8 ft maintained at all times no travel lane or street closure requested. We are open to moving to another street just hoping to be in the general vicinity/radius of Canal St and Broadway.	Partial Sidewalk Closure	South		Manhattan	2	5	10013

Sponsor Details

Sponsor: Duolingo

Sponsor Address:

Sponsor Email:

Sponsor EIN:

Sponsor Phone:

Sponsor Cell:

Sponsor Fax:

Sponsor Website: duolingo.com

Producer Details

Producer/Organization: Chrisly Macaraeg

Producer Address:

Producer Phone:

Producer Phone:

Producer Cell:

Producer Fax:

Producer Email:

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5,

Affected City Council Dist: 1,

Affected Zipcodes: 10013,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 The event will contain the following commercial branding and/or advertising elements: *The Duolingo mascot will be in attendance*
- 3 The event will be advertised. Following is the event advertising plan: *Instagram Posts and Stories will be advertised on the official Duolingo account sharing the details of the event..*
- 4 There will be a prop at this event. Following are the dimensions and description: *fold out table*