

NYC & COMPANY INVITES VISITORS AND LOCALS TO EXPLORE NEW YORK CITY DURING THE 4TH OF JULY HOLIDAY WEEKEND

**—The Macy’s 4th of July Fireworks Show Launches from the Brooklyn Bridge to
Kick Off a Weekend Full of Iconic NYC Summer Activities—**

New York City (June 20, 2019) — NYC & Company, New York City’s official destination marketing organization, is pleased to announce a lineup of events and attractions that make the 4th of July weekend in New York City an irresistible draw. Every Independence Day, all eyes are on the City thanks to classic events watched around the world, including Nathan’s Famous Hot Dog Eating Contest and the annual Macy’s 4th of July Fireworks—this year launching from the Brooklyn Bridge. Visitors who are in town for the long holiday weekend will encounter a destination that offers an opportunity to explore several “hidden gems” in the five boroughs that perfectly complement the festivities taking place July 4.

“Independence Day in New York City is the perfect opportunity for visitors to enjoy some of the most dazzling celebrations and patriotic landmarks in the country,” NYC & Company President and CEO Fred Dixon said. “With year-round attractions that embody the American spirit and enchanting experiences across the five boroughs, NYC is an irresistible draw this 4th of July.”

Below is a roundup of key events and attractions to explore this holiday weekend for a complete NYC 4th of July experience.

Iconic July 4 Events and Attractions

Macy’s 4th of July Fireworks Show

East River, New York City

The nation’s largest Independence Day celebration lights up the New York City skyline for the 43rd time this year from the East River, making a triumphant return to the Brooklyn Bridge to present this unparalleled display of light, sound and color. This year’s musical score honors classic American cinema featuring compositions from films like *Star Wars*, *Superman* and *E.T.*, with Oscar- and Grammy Award–winning artist Jennifer Hudson performing the most beloved song from *The Wizard of Oz*, “Over the Rainbow,” as the centerpiece of the show. The fireworks can be seen from any area with an unobstructed view of the sky above the lower East River at or below the Brooklyn Bridge. For a complete guide to viewing locations for this show and others throughout the City, [visit our website here \(macy’s.com/fireworks\)](https://www.macy.com/fireworks).

Nathan’s Famous Hot Dog Eating Contest

Coney Island, Brooklyn

The world’s most iconic hot dog stand kicks off New York City’s 4th of July festivities with its traditional hot dog eating contest at the Nathan’s Coney Island flagship. Preshow festivities will begin at 10am with a variety of music and dance performances before the women’s competition begins at 10:45am and the men try to take the Mustard Belt from 11-time champion Joey Chestnut at noon. For a complete 4th of July experience, fans should head down the boardwalk to Luna Park and the Brooklyn Cyclones game complete with a post-game fireworks show ([nathansfamous.com](https://www.nathansfamous.com)).

Empire Outlets July 4th Block Party

St. George, Staten Island

New York City's first and only outlet shopping destination is celebrating the holiday with a three-day block party on the North Shore of Staten Island. The festivities include live music from featured bands, DJs and roaming street performers, an extensive food truck village, pop-up beer garden, family-friendly programming (face painting, sand-castle building, tie-dye workshop, sidewalk chalk art, outdoor movie screening) and a harborside fireworks display (empireoutlets.nyc).

4th of July at the Seaport District

Seaport District NYC, Manhattan

The Seaport District offers some of the best views of the Macy's fireworks show, and the neighborhood is celebrating in style. The outdoor Garden Bar will feature DJs from noon–9pm as the neighboring 10 Corso Como Restaurant & Café hosts an all-day Aperitivo Hour featuring traditional Italian bites and cocktails. Maker's Mark, Pepsi, Big Gay Ice Cream, by CHLOE and others will host patriotic pop-up activations as well (seaportdistrict.nyc).

One World Observatory

Lower Manhattan

The 1,776-foot-tall tower (which pays homage to the Declaration of Independence) is the ideal location to celebrate the holiday: 100 stories up with 360-degree views of the New York City skyline and all the fireworks displays that will go off throughout the night. The observatory is specially opened until 11pm on the 4th to allow guests to enjoy the display from some of the best viewpoints in the City with cocktails and all-American food served (oneworldobservatory.com).

Statue of Liberty Museum and Monument

Liberty Island, New York

The brand-new Statue of Liberty Museum, opened in mid-May, enables visitors to learn more about the patriotic landmark's history and inception than ever before. With an interactive theater, curated audio and visual lessons, original sketches and the original torch, this Fourth of July guests have access to the most information about the American landmark in the statue's nearly 150-year history. Transportation to the museum is by way of Statue Cruises and admission to the museum is free (libertyellisfoundation.org).

Five-Borough Weekend “Hidden Gems”:

Domino Park

Williamsburg, Brooklyn

On the Williamsburg waterfront, the ruins of the former Domino Sugar Refinery were unveiled as a 5-acre park last summer complete with an elevated catwalk that stretches over five blocks offering views of the surrounding area and across the river in Manhattan. Also featured: a taco stand by Danny Meyer, sand volleyball and bocce courts and a factory-inspired playground. The park is easily accessible via NYC Ferry's East River route to the South Williamsburg or North Williamsburg stop (dominopark.com).

Governors Island

East River, Manhattan

The 172-acre recreational oasis, just a short ferry ride from Lower Manhattan or Brooklyn, allows visitors to cycle with a great view of the harbor, explore diverse landscapes and enjoy free programming including art exhibitions, concerts and sporting events (govisland.com).

Rockaway Beach

South Queens

Home to the only surf beaches in the five boroughs, the Rockaways are a popular spot for sunbathers, surfers and locals and is easily accessible by the subway and NYC Ferry. Surf lessons are offered by

[Locals Surf School](#) three times a day, while [Rockaway Jet Ski](#) offers kayak, stand-up paddleboard and jet ski rentals and tours, the only of their kind in NYC (nycgo.com/rockaway-beach).

New York Chinese Scholar's Garden

Snug Harbor, Staten Island

Part of Snug Harbor Cultural Center & Botanical Garden, the Chinese Scholar's Garden is a tranquil compilation of several gardens based on architecture from the Ming Dynasty (AD 1368–1644). Its architectural components were entirely fabricated in Suzhou, China, making it a truly authentic and one-of-a-kind attraction (snug-harbor.org).

The Living Art of Roberto Burle Marx at the New York Botanical Garden

The Bronx

The New York Botanical Garden is celebrating summer with its largest botanical display ever. *Brazilian Modern: The Living Art of Roberto Burle Marx* is an expansive display of lush gardens, vibrant art and the sights and sounds of Brazil in a manner that mimics the Brazilian tropics in the Bronx (nybg.org).

For more information regarding everything to see in the City this 4th of July, check out the official NYC & Company guide [here](#), while an official summer press release can be found [here](#).

About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau for the City of New York, dedicated to maximizing travel and tourism opportunities throughout the five boroughs, building economic prosperity and spreading the positive image of New York City worldwide.

For the official source on all there is to see and do in New York City, go to nycgo.com.

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