



NYC & COMPANY LAUNCHES “DINE IN NYC” TO SUPPORT LOCAL BARS, CAFÉS AND RESTAURANTS DURING COVID-19

—200+ NYC Establishments Continue to Offer Delivery, Takeout, Gift Cards amid Crisis—

New York City (April 7, 2020) — NYC & Company, New York City’s official destination marketing organization, today announced the launch of **Dine in NYC**. The digital initiative encourages those who are able to, to continue to patronize more than 200 select, currently open bars, cafés and restaurants—located in 62 neighborhoods across all five boroughs and serving 27 distinct cuisines*—by gathering the latest information about delivery, takeout and other offerings in one centralized hub. This new resource, available to both consumers and media, can be found at nycgo.com/dineinnyc.

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DATE
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FOR IMMEDIATE RELEASE

"During this very challenging time for our restaurant industry, we are taking steps to encourage New Yorkers to support local eateries as much as possible through the "Dine in NYC" program. Through takeout and delivery, residents can still sample our City's best food and support restaurant workers by taking advantage of this worthwhile program. We hope New Yorkers as well as past and future visitors from around the world will further support the restaurant community by purchasing gift cards," said NYC & Company president and CEO Fred Dixon.

The Dine in NYC initiative on NYCgo.com lists participating establishments and encourages viewers to make purchases directly through eateries when possible. It is designed to spotlight diverse takeout and delivery options across the five boroughs. Browsers can favorite businesses across neighborhoods, a small sampling of which can be found in Bloomfield, Staten Island; Boerum Hill, Brooklyn; Forest Hills, Queens; Pelham Bay, the Bronx; Tribeca, Manhattan. In the interest of pre-planning future pickups and deliveries, New Yorkers can plan for a week full of flavors; from burgers to Belgian, Indian to Italian, Korean to Laotian, Mediterranean to Mexican and everything in between, the delicious options are vibrant.

Keeping in mind user experience, those with dietary concerns or lifestyle preferences can narrow down viable options under the filter Dietary Needs. Additionally, global foodies can look forward to future NYC visits by purchasing gift cards in anticipation of travel, under the Gift Cards filter. Additional filters include Cuisine and Location (including boroughs and neighborhoods).

Along with content on NYCgo.com and newsletters to consumers, Dine in NYC will be promoted organically through daily #DineInNYC content via @nycgo on Instagram, Facebook and Twitter. NYC & Company is also creating and disseminating a relatable [social media toolkit](#) for widespread business, consumer and restaurant use. Taglines of the individual creative assets include: “Helping out can be as easy as ordering in” or “My top three



NYC takeout + delivery spots ...” for consumers and “We’re social distancing and open for #DineInNYC” for participating bars, cafés and restaurants. The campaign will be further amplified via an OpenTable newsletter and by NYC & Company’s global partner Mastercard on their [Priceless Cities platform](#).

To browse establishments offering delivery, gift cards and takeout, visit nycgo.com/dineinnyc.

Restaurateurs interested in their eatery being featured on nycgo.com/dineinnyc can fill out this [form](#).

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**The number of participating eateries, boroughs, neighborhoods and types of cuisine were current at the time this press release was published. NYC & Company will make every effort to update Dine in NYC online listings consistently, both on a rolling basis (as new information becomes available for individual entities) and overall, with refreshes on a recurring, once-a-week basis throughout the crisis.*

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 all there is to do and see in New York City, visit nycgo.com.

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