

## CELEBRATE NATIONAL HISPANIC HERITAGE MONTH WITH AN “NYC-CATION” IN NEW YORK CITY’S FIVE BOROUGHES

**New York City (October 5, 2020)** — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is inviting New Yorkers and regional visitors to take an “**NYC-cation**” and explore Hispanic and Latino neighborhoods in the five boroughs, in celebration of [National Hispanic Heritage Month](#).

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DATE  
October 5, 2020

FOR IMMEDIATE RELEASE

During this annual celebration, the United States recognizes the contributions of the Hispanic and Latino community to the development of North American culture. Each year the celebration begins on September 15 and concludes on October 15, coinciding with the anniversary of the discovery of America, and with the celebration of the declaration of independence in countries like Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Chile and Mexico.

“In honor of National Hispanic Heritage Month, NYC & Company invites locals and regional visitors to join in celebrating New York City’s Hispanic and Latino communities, this month and beyond. With vibrant neighborhoods, world-class museums, authentic dining offerings, exciting hotel options and more to safely explore across the five boroughs, in addition to special celebrations taking place virtually this year, we encourage New Yorkers to mask up, support local businesses and consider a staycation in their own back yard,” said Fred Dixon, NYC & Company President and CEO.

Visitors exploring the City are encouraged to wear masks, practice social distancing and frequently wash/sanitize hands, as indicated in NYC & Company’s [Stay Well NYC Pledge](#).

Below is a brief selection of activity suggestions and neighborhoods to visit:

### **Featured Neighborhoods:**

- **[East Harlem, or “El Barrio” \(Manhattan\)](#)**  
Located in the northeastern shoulder of Manhattan, East Harlem was once home to the borough’s first Little Italy. After the First World War, a new wave of émigrés from Puerto Rico settled in the neighborhood and during the century that followed, Italian Harlem became East Harlem—also known as “El Barrio.”
  - **Things to do:**
    - [El Museo del Barrio](#) anchors the upper end of Manhattan’s Museum Mile with an incredible collection specializing in Puerto Rican, Caribbean and Latin American art, including current exhibit **Taller Boricua: A Political Print Shop in New York**. The museum is currently open Saturdays and Sundays, from 12:00-5:00pm, with [reserved timed tickets](#).

- [Museum of the City of New York](#) is located across the street from El Museo del Barrio. Open Thursday through Monday from 10am- 6pm with [timed tickets](#), exhibits on view include **Activist New York** exploring social activism in NYC and **Who We Are**, which marks the 2020 census.
- **Where to eat:** [Zona de Cuba](#) is a Cuban restaurant offering delicious and authentic food like *vaca frita* and *ropa vieja*. Try a “*Bebetela con Passion*” cocktail made with vodka, passion fruit juice, agave, lime juice and dash angostura bitters.

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- [Washington Heights & Inwood \(Manhattan\)](#)  
Located in northern Manhattan between Inwood and Harlem is Washington Heights, which is known as “Little Dominican Republic.” This area is home of one of the City’s most fascinating attractions, The Met Cloisters, which houses medieval art among awe-inspiring Hudson River vistas.
- **Things to do:**
  - At [The Met Cloisters](#), visitors can take a trip to medieval Europe without leaving Manhattan. This extraordinary museum, located in Fort Tryon Park, is made up of relocated Romanesque abbeys, with a collection dedicated to art and treasures from the Middle Ages. The museum is open Thursday–Monday, with Museum entry by timed [ticket or reservation](#) only at limited capacity.
  - When Roger Morris and his wife, Mary Philipse Morris, built [Morris-Jumel Mansion](#) in northern Manhattan in 1765, it was a country retreat. During the Revolutionary War, Washington transformed the aerie into a headquarters before it was used as an inn, and then again as a rural residence. Each room of the museum recreates a different phase of this history. Guests are encouraged to reserve self-guided tours and tours of the mansion and grounds in advance – more information can be found [here](#).
  - [The Hispanic Society Museum & Library](#) just debuted the free public art installation, **Treasures on the Terrace: Highlights from the Hispanic Society Museum & Library** at Audubon Terrace (Broadway between 155th and 156th Streets.) Drawing on the museum’s world-renowned collection, large-scale photographic reproductions feature 19 works from Spain, Mexico, Puerto Rico, and Peru.
- **Where to eat:** Serving Latin flavor since 1995, [El Floridita](#) offers a fusion of traditional Cuban and Dominican flavors. Or, you can pick up a meal at [Caridad Restaurant](#), which was a favorite of Lin-Manuel Miranda’s grandmother.
- [Jackson Heights \(Queens\)](#)  
Around 60 percent of Jackson Heights residents were born outside the United States, bringing cuisine and culture from Latin America and beyond.

The neighborhood is also home to one of New York City's largest LGBTQ+ communities.

- **Things to do:** Admire architectural masterpieces including two of the most well-known and skillfully-crafted garden apartment buildings featuring European Renaissance-inspired design and an interesting history, The Chateau, 34-05 to 34-47 80th Street and The Towers, 33-15 to 33-51 80th Street.
- **Where to eat:** Colombians are among the most prominent South American communities living in Jackson Heights, so a befitting lunch would be *Sancocho* (deep beefy flavors with a rich broth made with potatoes, green plantains, yuca, beef, chicken or pork) at [Los Arrieros Restaurant](#). Those who just want to experience a new appetizer, can try an *arepa* (grilled corn cake) at [Arepa Lady](#).

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**Where to Stay:**

- **AC Hotels by Marriott (Manhattan)**  
Part of the AC Hotels brand founded by renowned Spanish hotelier Antonio Catalan, [AC Hotel New York Times Square](#) is centrally located in Midtown, featuring onsite restaurant Boqueria for Spanish tapas plus a rooftop lounge, and [AC Hotel New York Downtown](#) is situated in the City's financial hub near Wall Street and within walking distance to Pier 17 and Seaport District NYC. These properties celebrate classic modern design with their European soul and Spanish roots.
- **INNSIDE by Melia New York NoMad (Manhattan)**  
Melia Hotels International, a leading Spanish hotel company headquartered in Mallorca, brought the INNSIDE brand to New York City several years ago. The recently-reopened [INNSIDE by Melia New York NoMad](#) features bright, stylish interiors with select rooms offering terraces and views of the Empire State Building.

**Additional Cultural Experiences & Tours:**

- **[Vida Americana: Mexican Muralists Remake American Art, 1925-1945 at the Whitney Museum of American Art \(Manhattan\)](#)**  
With nearly 200 works by more than sixty Mexican and American artists, this exhibition explores the impact Mexican muralists including José Clemente Orozco, Diego Rivera, and David Alfaro Siqueiros had on their counterparts in the United States. [Advance tickets](#) are required.
- **Spanish-language Tours (Citywide)**  
Consider a guided tour to explore and learn more about neighborhoods and sites across the City, from iconic landmarks, to multicultural dining spots, to architectural gems, and much more. Join Spanish-speaking guides on socially-distanced, private tours of the five boroughs, by booking through companies including [CITYORK](#), [See USA Tours](#) and [Volatour](#).

**Virtual NYC:**

- Don't miss the last day of the [¡Viva Broadway! Hear Our Voices](#) virtual concert celebrating Latinx Heritage Month with performances by Antonio Banderas, Ruben Blades, John Secada, Lucie Arnaz, Gloria Estefan, John Leguizamo, Lin-Manuel Miranda, Chita Rivera, Thalía, and more. The benefit concert supports the work of Broadway Cares and Revolucion Latina, and is available to watch online until 8:00pm today, October 5.
- [The New York Botanical Garden](#) has reimagined its annual **Fiesta de Flores** event this year, with at-home digital programs to enjoy at home in celebration of Hispanic Heritage Month. This monthlong program highlights the vibrant cultural traditions and fascinating botanical heritage of the plants and people of Latin America and the Caribbean region, with musical performances, recipes, flora and more.
- During its 50<sup>th</sup> anniversary year, join [Ballet Hispánico](#) in celebrating Latinx cultures with a free virtual celebration of culture for Hispanic Heritage Month. From salsa steps from around Latin America to favorite family recipes, **#BUnidos por la Cultura** is bringing the power of Hispanic experience to audiences in a virtual celebration.
- The term “Nuyorican” represents a fusion between the cultures of New York City and Puerto Rico, and the [Nuyorican Poets Cafe](#) was founded by poets Miguel Algarin, Miguel Pinero and Pedro Pietri, who believed that art could reinforce social and political justice. The café currently offers free, virtual writing workshops.

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NYC & Company recently launched [All In NYC: Neighborhood Getaways](#), its most diverse, flexible and expansive lineup of offers ever, with more than 200 ways to save around the five boroughs. Through a partnership with Mastercard, registered cardholders will be offered a statement credit for qualifying purchases at hotels, attractions, local businesses and more, up to \$100. Both **All In NYC: Neighborhood Getaways** and [All In NYC: Staycation Guides](#) are part of NYC & Company's [All In NYC local revitalization effort](#).

**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](http://nycgo.com).



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