

\*\*\*MEDIA ADVISORY\*\*\*

## LABOR DAY WEEKEND IN NYC: TAKE A “NYC-CATION” IN ALL FIVE BOROUGHES SEPTEMBER 4–7

NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, is encouraging local and regional visitors to take an active “NYC-cation” this Labor Day Weekend, September 4–7. New York City is home to some of the most iconic sports franchises and premier sporting events such as the US Open Tennis Championships, which are currently ongoing in Flushing Meadows, Queens. Fans can get outdoors and enjoy one of the last weekends of summer with exciting fitness activities including playing tennis in the Bronx, taking a bike tour of Brooklyn, climbing the Vessel at Hudson Yards, learning to surf in the Rockaways or hiking in Staten Island.

And, if sports aren’t on your itinerary, museums and cultural institutions continue to reopen in the five boroughs. Visitors are encouraged to wear masks, practice social distancing and frequently wash/sanitize hands, as indicated in NYC & Company’s [Stay Well NYC Pledge](#).

### CONTACTS

Chris Heywood/  
Britt Hijkoop  
NYC & Company  
212-484-1270  
[press@nycgo.com](mailto:press@nycgo.com)

Mike Stouber  
Rubenstein  
732-259-9006  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

### DATE

September 3, 2020

### FOR IMMEDIATE RELEASE

Below is a brief selection of what has recently opened, as well as places to go for fitness and sports activities in honor of the US Open.

#### The Bronx:

- The [South Bronx](#) is famous for the iconic [Yankee Stadium](#), home to the 27-time World Champion New York Yankees and MLS’ NYCFC. Though the arena is not currently open to visitors, there are plenty of great photo opportunities outside.
- In walking distance of the historic stadium, make a reservation to play tennis at New York City’s newest indoor/outdoor tennis center, [Stadium Tennis Center at Mill Pond Park](#).
- After a game of tennis, refuel on the [Grand Concourse](#)—a majestic Bronx thoroughfare with extravagant art deco facades and noteworthy structures dotted along its entire length—which offers something for everyone to enjoy like [Court Deli](#), [Billy’s Sports Bar](#), or [Molino Rojo Restaurant](#).

#### Brooklyn:

- Tour some of Brooklyn’s most iconic locations and get some exercise at the same time. [Fit Tours NYC](#) is currently offering private tours, including a Brooklyn Bridge Fun Run, which takes guests on a casual run across one of New York City’s most recognizable landmarks and down into Brooklyn Bridge Park. [Brooklyn Bike Tours](#) is offering a

few different tours this weekend, featuring pizza and dessert spots, historic brownstones and more.

- While near Brooklyn Bridge Park, check out Public Art Fund's [Reverberation](#), the new large-scale exhibition by Davina Semo at Brooklyn Bridge Park's [Pier 1](#). The piece is also part of NYC & Company's [All In NYC: Public Art Edition](#).
  - *Stay overnight:* Spend the weekend at [NU Hotel Brooklyn](#), Downtown Brooklyn's original boutique hotel, which offers complimentary use of their Brooklyn Cruiser bicycles for guests to truly dive into the borough's culture.

CONTACTS

Chris Heywood/  
Britt Hijkoop  
NYC & Company  
212-484-1270  
[press@nycgo.com](mailto:press@nycgo.com)

Mike Stouber  
Rubenstein  
732-259-9006  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

DATE  
September 3, 2020

FOR IMMEDIATE RELEASE

**Manhattan:**

- Last week, [Museum of the City of New York](#) reopened with exhibitions including *City/Game: Basketball in New York*, which explores the history of the sport in NYC and all those who love it.
- Reopening today, the [Whitney Museum of American Art](#) is now home to *Around Day's End: Downtown New York, 1970–1986*, a new exhibition paying homage to Gordon Matta-Clark's *Day's End* and featuring works by 22 artists from the 1970s–early 1980s. Also on display is *Vida Americana: Mexican Muralists Remake American Art, 1925–1945*, with nearly 200 works by more than 60 Mexican and American artists.
- Head to [Hudson Yards](#), where the climbable public art piece [Vessel](#) and the highest outdoor observation deck in the Western Hemisphere [Edge](#) reopened yesterday, as well as select shopping and dining experiences and new interactive murals as part of [HYxOffTheWall](#).
  - *Stay overnight:* For a fitness-focused hotel stay, spend the weekend at the recently reopened [Equinox Hotel at Hudson Yards](#), with complimentary access to the 60,000-square-foot flagship Equinox Fitness Club and offers including a "Recharge + Reboot" package with complimentary room upgrade, free valet parking and a \$100 hotel credit; a Third Night Free offer; or "Suite Dreams," with 50% off suites every second night. Or, stay at the 97-room boutique hotel [SIXTY SoHo](#), which offers [Outdoor Rooftop Pilates Reformer Classes](#) Sunday–Tuesday.

**Queens:**

- Visit [Forest Hills](#) and the [West Side Tennis Club](#), where the US Open was inaugurated and held annually until 1978 and members are able to play today. While in the neighborhood, make sure to also explore [Forest Park](#), known for its high hills, lots of trees and birds, and views of the Atlantic Ocean and the Long Island Sound. And don't forget to grab an ice cream to go at New York City's oldest ice cream parlor, [Eddie's Sweet Shop](#).
- In [The Rockaways](#), [Thai Rock](#) is now open for outdoor dining and waterfront views, and [Rockaway Jet Ski](#)—located on the docks of the restaurant—is offering jet ski rentals for the remaining weeks of

summer. Book a lesson in advance at nearby [Locals Surf School](#), to learn or perfect your surfing skills.

- If you find yourself in The Rockaways on Saturday, head to [The Rockaway Hotel](#) for an outdoor livestream of [MoMA PS1's Warm Up](#), one of the longest-running music programs housed within a museum. The program will also be livestreamed at the [Queens Botanical Garden](#) and select venues in Brooklyn.

**Staten Island:**

- Spend the weekend outside at one of New York City's best-kept secrets, the [Staten Island Greenbelt](#)—a network of lush parks, wetlands, open meadows and hiking trails located in one of NYC's greenest boroughs.
- While hiking the Greenbelt, try bird-watching or check out the [Greenbelt Nature Center](#), to learn about Greenbelt history, geography, flora and fauna, and current happenings.

This week, the **US Open** kicked off in Flushing Meadows, Queens. While there are no spectators at this year's event, fans can watch the best in the world compete on the ESPN network as well as the Tennis Channel, both online or on your TV. The full schedule can be found [here](#).

The "NYC-cations" initiative supports [All In NYC: Staycation Guides](#), which is 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](#).

-30-

**Media Assets:** <https://spaces.hightail.com/space/MSUq7dazSK/files>

By downloading these Media Assets, you are agreeing to the following terms:

NYC & Company is granting you permission for press use only. Any use of the provided Media Assets, in whole or in part, other than for PRESS purposes, is prohibited (including, but not limited to, copying, distribution or sale of these Media Assets). Please note that the Media Assets must not be used for commercial purposes or rebranded in any way without explicit permission from NYC & Company. NYC & Company is providing this to you without any representations as to rights and clearances with regard to third-party rights.

CONTACTS

Chris Heywood/  
Britt Hijkoop  
NYC & Company  
212-484-1270  
[press@nycgo.com](mailto:press@nycgo.com)

Mike Stouber  
Rubenstein  
732-259-9006  
[mstouber@rubenstein.com](mailto:mstouber@rubenstein.com)

DATE  
September 3, 2020

FOR IMMEDIATE RELEASE