

**NEW YORK CITY'S TOURISM ORGANIZATION
ANNOUNCES NEW PARTNERSHIP WITH WARNER
BROS. PICTURES TO PROMOTE *IN THE
HEIGHTS* MOTION PICTURE RELEASE**

—NYC & Company Unveils Exclusive Interviews Featuring “*In The Heights*” Cast and Creative Team; New Travel Guide Featuring Manhattan’s Washington Heights Neighborhood; and Other Promotional Content Supporting Film’s Release, out in Theaters and on HBO Max June 10—

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—To Further Celebrate Latino Culture and Heritage Across New York City, NYC & Company Unveils New “*The Latino Experience in NYC*” Content Platform—

DATE
June 3, 2021

FOR IMMEDIATE RELEASE

New York City (June 3, 2021) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today joined with **Warner Bros. Pictures** to announce a new partnership to promote the release of motion picture *In The Heights*, in theaters and on HBO Max June 10; It will be available on HBO Max for 31 days from release. In the movie, *In The Heights* creator **Lin-Manuel Miranda** and the film’s director, **Jon M. Chu**, highlight the vibrant northern Manhattan neighborhood of Washington Heights and spotlight the City’s immersive Latino culture. As in the Tony-winning stage musical, the story highlights the tight-knit community of Washington Heights, including likeable, magnetic bodega owner Usnavi, who imagines and sings about a different life.

The new collaboration between NYC & Company and Warner Bros. includes an [all-new content package](#) celebrating *In The Heights* and its authentic celebration of NYC’s Latino culture and heritage; a [dozen exclusive interviews featuring the film’s cast and creative team](#); a new [travel guide showcasing Manhattan’s Washington Heights](#) where the film was set and shot; [behind-the-scenes photography of the film](#); and other promotional content and video, all available on NYCgo.com—the official tourism resource for New York City.

“The new *In The Heights* film gives us a unique opportunity to authentically showcase the rich and diverse Latino communities and heritage found right here in New York City. With Washington Heights as the dynamic backdrop of the film, it’s only natural that we promote this vibrant neighborhood. We applaud Warner Bros. Pictures on this new film release and look forward to promoting this beautiful ‘love letter’ to New York City, while inviting travelers to experience all of our city’s unique Latino cultures,” said NYC & Company President and CEO Fred Dixon.

The *In The Heights* content will be promoted with 10 million impressions on New York City’s outdoor LinkNYC digital screens, 1 million impressions of the promotional video on Taxi TV, 5 million impressions on digital bus shelters,



promotion of the film to NYC & Company's consumer database through social media promotion on @NYCgo and *In The Heights* channels.

Coinciding with the film partnership with Warner Bros. Pictures, NYC & Company also today announced a new broader and ongoing five-borough platform to spotlight Latino heritage and communities throughout NYC—**The Latino Experience in NYC**—at nycgo.com/TheLatinoExperience. In addition to the *In The Heights* content featuring Washington Heights, NYC & Company is also spotlighting businesses and visitor experiences in other neighborhoods of the City, including Manhattan's [East Harlem](#) neighborhood and Brooklyn's [Bushwick](#) neighborhood, as well as new **Culture Guides** promoting [Uruguayan](#) and [Peruvian](#) culture in NYC, with itineraries in [Ridgewood](#), [Sunset Park](#) and [Corona](#), and a guide to **Mexican** culture to follow.

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The new **The Latino Experience in NYC** content hub is also home to **All In NYC: Portraits videos**, which tell the stories of Latino small-business owners and community leaders across the five boroughs, including [The Lit.Bar's Noëlle Santos](#) and [The Bronx Beer Hall's Anthony and Paul Ramirez](#). The hub also features content including "[Summer in the Bronx: An NYC Love Story](#)," "[Where to See Latin-American Art in NYC Museums](#)," "[Latin-American History and Culture Sites in NYC](#)," "[10 of NYC's Best Latin-American Restaurants](#)," and more to be added on a regular, ongoing basis at nycgo.com/TheLatinoExperience.

"We are so pleased to partner with Warner Bros. Pictures on the release of *In The Heights*. This innovative partnership is a fantastic way for us to promote this vibrant new film while also showcasing the beauty and appeal of Washington Heights. We applaud the filmmakers and thank them for helping us amplify our city's Latino culture so authentically. We are also very excited to magnify the diverse and rich Latino heritage of our city through the launch of our new The Latino Experience in NYC on NYCgo.com," said NYC & Company Chief Marketing Officer Nancy Mammana.

The New York City metropolitan area is home to 4.8 million Latinos, the second largest metropolitan area concentration of Latinos in the country.*

Visitors coming to NYC are encouraged to visit NYCgo.com's information and resources page for the most up-to-date travel information: nycgo.com/coronavirus.

For more information about all there is to see and do in NYC, visit nycgo.com.

**Source: Hispanic Federation 2020*

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.

About *In the Heights*:

The film is directed by Jon M. Chu and stars Anthony Ramos, Corey Hawkins, Leslie Grace, Melissa Barrera, Olga Merediz, Daphne Rubin-Vega, Gregory Diaz IV, Stephanie Biatriz, Dascha Polanco, singer Marc Anthony and Jimmy Smits. Chu directed the film from a screenplay by Quiara Alegría Hudes, based on the musical stage play, music and lyrics by Lin-Manuel Miranda, book by Quiara Alegría Hudes and concept by Miranda. Miranda, Hudes, Scott Sanders, Anthony Bregman and Mara Jacobs produced the film, with David Nicksay and Kevin McCormick serving as executive producers.

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Behind the camera, Chu reunited with his “Crazy Rich Asians” production designer, Nelson Coates, and editor, Myron Kerstein. He also collaborated with director of photography Alice Brooks and costume designer Mitchell Travers. Original songs by Miranda. Alex Lacamoire and Bill Sherman served as executive music producers. The choreography is by Christopher Scott.

Warner Bros. Pictures presents a 5000 Broadway / Barrio Grrr! / Likely Story / SGS Pictures Production, A Jon M. Chu Film, “In the Heights.” It is rated PG-13 for some language and suggestive references.

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