



NYC & COMPANY LAUNCHES NEW PROGRAM, IT'S TIME FOR CULTURE, OFFERING DEALS ACROSS MUSEUMS, CULTURAL INSTITUTIONS, PERFORMING ARTS AND OFF-BROADWAY

—Program Deals Include 2-for-1, 25% Off and Value-Add Offerings at More Than 40 Venues Across All Five Boroughs October 5–31—

New York City (October 5, 2021) — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced **It's Time for Culture**, a new fall program celebrating the official return of vibrant cultural offerings across New York City with deals on museums, cultural institutions, performing arts and Off-Broadway. The deals—on offer now through October 31—include one of three discount options: 2 for 1, 25% off or value-add, and are available at nycgo.com/cultureoffers.

CONTACTS

Chris Heywood/Alyssa Schmid
NYC & Company
212-484-1270
press@nycgo.com

DATE
October 5, 2021

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“The comeback of culture and performing arts in New York City marks a pivotal and celebratory moment in our recovery,” said **Fred Dixon, President and CEO of NYC & Company**. “We invite New Yorkers and visitors alike to explore and support the abundance of world-class arts and culture found across the vibrant neighborhoods of our city while also experiencing great value throughout the month of October.”

New Yorkers and visitors can browse through more than 40 deals available for purchase, sorting by filters including location, offer type, date range, health and safety features, and category, at nycgo.com/cultureoffers. Mastercard® is the preferred payment partner of NYC & Company’s fall deals program, **It's Time for Culture**, celebrating New York City’s unique and dynamic cultural institutions.

Participants include Carnegie Hall, Metropolitan Museum of Art, Museum of Modern Art (MoMA), Whitney Museum of American Art, Jewish Museum, Solomon R. Guggenheim Museum, National Lighthouse Museum, New York Botanical Garden, Alice Austen House Museum, Museum of the Moving Image, China Institute and Gallery, Lehman Center for Performing Arts, plays including those at Repertorio Español and En Garde Arts, and *Perfect Crime*—the longest-running Off-Broadway production—and many more.

As New York City continues to recover from the pandemic and the hard-hit cultural community works toward recovery, NYC & Company has invited all cultural organizations across the five boroughs to participate in the **It's Time for Culture** program at no cost. Consumers are encouraged to support the arts and culture industry and explore new neighborhoods throughout the month-long program. Cultural organizations are welcome to sign up throughout the duration of the program at business.nycgo.com/offers-participation-form/.



Offers will be promoted via advertisements on LinkNYC screens and bus shelters, and digital and social media advertisements. Follow along on social using the hashtags #ItsTimeForCulture and #ItsTimeForNYC.

This announcement follows the launch of NYC & Company's largest-ever global tourism recovery campaign, [It's Time for New York City™](#), in an effort to revive New York City's tourism and hospitality industry.

New York City recently introduced Key to NYC, requiring people ages 12 and older to show proof of vaccination against Covid-19 for most indoor activities, including at restaurants, museums, performing arts and concert venues, sporting arenas, fitness centers and more. Individuals must have received at least one dose of an FDA- or WHO-authorized vaccine to patronize these establishments. More information can be found in the City's [FAQ](#).

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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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