



NYC & COMPANY LAUNCHES NEW VIDEO SERIES SPOTLIGHTING NEW YORK CITY’S LOCAL LEGENDS ACROSS THE FIVE BOROUGHS

—Tourism Organization’s Emmy Award–Winning Content Team Launches Documentary-Style Series on NYCgo.com—

New York City (December 9, 2022) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today launched a new documentary-style video series, **Local Legends**. The series, which encourages visitors and locals to explore neighborhoods across the five boroughs through the lens of notable New Yorkers, launches with former Hot 97 host and owner of Sankofa Haus Michael “DJ Spynfo” Eagen highlighting his neighborhood of Mott Haven in the Bronx. The launch follows NYC & Company’s two-Emmy win earlier this month for its promotion and content about New York City. The series is available to view on NYCgo.com starting today, December 9.

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DATE
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“The all-new Local Legends video series celebrates notable New Yorkers, highlighting for visitors the best of their neighborhoods from their point of view,” **said Fred Dixon, President and CEO of NYC & Company**. “Produced in-house by our Emmy Award–winning creative team, we want this series to encourage and inspire millions of travelers to more deeply explore our diverse and vibrant neighborhoods across all five boroughs.”

“We hope that Local Legends will educate visitors and locals alike on new enclaves and offerings that they may not have been familiar with in each borough, even if they live here or visited the City before,” **said Rondel Holder, Senior Vice President, Content and Diversity Initiatives**. “By hearing the stories of the residents of each neighborhood and their perspectives on their community, viewers will learn exactly what makes some of the City’s most historic, beloved and well-known neighborhoods worth a visit.”

The five-to-seven-minute documentary-style videos feature talent showcasing their perspective on the neighborhood and introducing other key neighborhood figures who will also share their point of view and add color to what makes the neighborhood special, creating an immersive experience that awakens all senses with each episode.

The Local Legends series will launch with an episode featuring Michael “DJ Spynfo” Eagen, international celebrity DJ and owner of Sankofa Haus, born and raised in the South Bronx. Eagen is best known as being a community leader thanks to his event venue and community space, Sankofa Haus. Since its inception, Sankofa Haus has become a haven for creatives across the Bronx to connect and work together through special events and programming. In the episode, Eagen will take viewers on a tour throughout Mott Haven,



stopping by his favorite spots, including Beatstro, Chocobar Cortés, Rosa’s at Park and more.

The video series will continue throughout each of the five boroughs with additional talent including Angela Hunte, Grammy Award–winning singer and songwriter, as she explores her neighborhood of Flatbush, Brooklyn; Hector Espinal Jr., co-founder of We Run Uptown, as he spotlights his favorite places in the Latino-centric neighborhood of Washington Heights; followed by Queens and Staten Island.

In October, NYC & Company won two New York Emmy Awards for the It’s Time for New York CitySM campaign and for the Freedom to Be series highlighting the Black surfing community of Far Rockaway. The tourism organization has won three Emmys overall for promotion and content focused on stories about New York City.

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New York City’s tourism continues to rebound, with an estimated 56.4 million people expected to visit by the end of the year—roughly 85 percent of record 2019 tourism levels.

About NYC & Company:

NYC & Company is the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City. Our mission is to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of New York City around the world. For all there is to do and see in New York City, visit nycgo.com.

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