

***** MEDIA ADVISORY *****

**NYC & COMPANY INVITES EATERIES IN THE FIVE
BOROUGHES TO PARTICIPATE IN NEW AND FREE
NYC RESTAURANT WEEK[®] TO GO PROGRAM
JANUARY 25-31**

—Program Registration Closes Monday, January 11—

—Optional Weeklong Extension from February 1-7—

CONTACTS

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DATE
January 6, 2021

FOR IMMEDIATE RELEASE

New York City (January 6, 2021) – In an effort to stimulate the local restaurant industry, NYC & Company today announced a special winter iteration of its signature NYC Restaurant Week[®] program. The new initiative—called “**NYC Restaurant Week To Go**”—invites restaurants throughout the five boroughs to participate in this iconic program, cost-free. The program, which will take place January 25-31, with an optional weeklong extension from February 1-7, will include a broad spectrum of eateries—from fine dining to casual—who will provide an entrée and at least one side for lunch and/or dinner for the price of \$20.21, commemorating the new year, that not only offers incredible value but also celebrates the very best of New York City’s culinary scene. The initiative, relevant for takeout or delivery, invites restaurants across the five boroughs to offer New Yorkers exceptional value while encouraging locals to do their civic duty and support citywide restaurants during this tough time and while indoor dining is still halted due to Covid-19. Tax, delivery fees and gratuity are additional to the restaurant meal price.

In consultation with NYC & Company’s Restaurant Committee (including Committee Chair Tracy Nieporent) and The Coalition for NYC Hospitality & Tourism Recovery (including Coalition Advisor and former NYC & Company Board Chair Tim Zagat and Coalition Co-Chair Danny Meyer), the organization is calling on interested eateries to sign up now and participate in the winter program designed to underscore New York City’s undying position as the dining capital of the world. Participants can register [here](#). Registration closes Monday, January 11.

“Even though we are still in the middle of this pandemic, it has never been more important to support the extraordinary restaurant industry that has long made New York City a dining capital and sustained the careers of countless families. Lifting up local restaurants and their workers as they navigate these challenging times is essential, now more than ever. We invite New Yorkers to go ‘All In’ by ordering in or taking out during ‘NYC Restaurant Week To Go,’” said NYC & Company President and CEO Fred Dixon.

Mastercard will serve as a program sponsor and will provide registered cardholders with a \$10 statement credit on each transaction of \$20.21 or more at participating restaurants.

Restaurants can contact nycrestweek@nycgo.com for more information. All media inquiries should be directed to press@nycgo.com.

About NYC & Company:

NYC & Company is the official marketing, tourism and partnership organization 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 more information, visit nycgo.com.

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