



## NYC RESTAURANT WEEK® SUMMER 2019 KICKS OFF MONDAY, JULY 22

**—Nearly 400 Restaurants to Dish-Up 30+ Cuisines in 40  
Neighborhoods Across all Five Boroughs at a Fixed Price—**

**New York City (July 19, 2019)** — NYC & Company, New York City’s official destination marketing organization, today announced that **NYC Restaurant Week®** summer 2019 begins Monday, July 22 through August 16, 2019. Locals and visitors can save while dining at **nearly 400 participating restaurants in 40 neighborhoods** across the City serving **30 distinct cuisines**. Diners can enjoy **two-course prix-fixe lunches (and brunches at select restaurants) for \$26** and **three-course prix-fixe dinners for \$42** (excluding beverage, gratuity and tax). Saturday dining is excluded from the program and Sunday is optional.

### CONTACTS

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### DATE

July 19, 2019

### FOR IMMEDIATE RELEASE

This year, NYC & Company will receive support from a new global, multi-year partnership with Mastercard. Mastercard holders who partake in the program will receive a \$10 statement credit when they register [here](#) and spend \$65 or more at participating restaurants. Further, when diners spend \$10 or more dining out and use a Mastercard to pay for their meal during NYC Restaurant Week, Mastercard will make a donation to Stand Up To Cancer. In addition to Mastercard, the program booking partner is OpenTable and through another unique partnership, diners will now be able to filter NYC Restaurant Week participants on NYCgo.com by “James Beard Award Winners.”

The summer 2019 season features 23 new restaurant participants, which can be easily referenced in the [“New to NYC Restaurant Week”](#) collection. NYC & Company has thematically curated eight total collections to inspire and inform diners and the remaining seven are: **NYC Classics; BYO SPF; Best-Kept Secrets; Crowd-Pleasers; Dinner Is the Show; Expense It and Raise the Steaks**. Additional user experience elements on NYCgo.com—which support the navigation and booking process—include favoriting restaurants to build a list of eateries to try throughout the duration of the program and sorting by: neighborhood; borough; meal; cuisine; “has menu” and more.

Along with content on NYCgo.com, NYC Restaurant Week will be promoted through digital and print advertising and through out-of-home advertising on NYC bus shelters, street pole banners, LinkNYC screens, NYC taxicabs and PATH and LIRR trains and stations.

Diners can follow @nycgo on Instagram, Facebook and Twitter for NYC Restaurant Week content. An Instagram photo contest will award one winner with \$500 in gift cards from participating restaurants, and diners can enter by tagging @nycgo and using the program hashtag #NYCRestaurantWeek.

For further details and to book reservations, visit [nycgo.com/restaurantweek](http://nycgo.com/restaurantweek).



**About NYC & Company:**

NYC & Company is the official destination marketing 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 all there is to do and see in New York City, visit [nycgo.com](http://nycgo.com).

**About Mastercard:**

Mastercard (NYSE: MA), [www.mastercard.com](http://www.mastercard.com), is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter @MastercardNews, join the discussion on the Beyond the Transaction Blog and subscribe for the latest news on the Engagement Bureau.

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