



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

NYC & COMPANY EXTENDS NYC RESTAURANT WEEK® TO GO WITH \$20.21 DEALS THROUGH FEBRUARY 28 DUE TO POPULAR DEMAND

—More restaurants in more neighborhoods invited to join record 570 leading eateries already in—

—Preregistered Mastercard cardholders continue to receive exclusive \$10 credit per order—

CONTACTS

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

DATE

January 29, 2021

FOR IMMEDIATE RELEASE

New York City (January 29, 2021) — NYC Restaurant Week *To Go* is being extended through February 28 due to its resounding success, so that even more New Yorkers can enjoy a lunch and/or dinner entrée and at least one side for the bargain price of \$20.21 (tax, delivery fees and gratuity are additional to the meal price). Diners can search participating eateries at nycgo.com/restaurantweek, where they will then be redirected to the restaurant’s preferred delivery or takeout options. NYC Restaurant Week is celebrating its 29th year with NYC Restaurant Week *To Go*, sponsored by Mastercard.

NYC Restaurant Week *To Go* calls upon all New Yorkers to support the dining community during a critical time by celebrating a once-in-a-lifetime culinary offering at an unbelievable price point. Restaurants in 100+ neighborhoods across the five boroughs are participating in the special dining program.

“Due to the high consumer demand for NYC Restaurant Week *To Go*, we have decided to extend the program for an additional four weeks so that even more restaurants citywide can feed New Yorkers hungry for good food and eager to support their neighborhood eateries. It is a true testament to the program’s success that New Yorkers continue to show support for their city and the restaurant sector, which has always been the backbone of the City’s economy,” said Fred Dixon, President and CEO of NYC & Company.

Mastercard, the official program sponsor and preferred payment partner of NYC Restaurant Week, will continue to provide registered cardholders, with a \$10 statement credit on each NYC Restaurant Week *To Go* purchase of \$20.21 at participating restaurants. Diners can receive credit for up to 10 transactions total or until \$100 credit limit is reached (whichever occurs first). Consumers can easily register their Mastercard and view full terms and conditions at MCAIInNYC.com and start rediscovering NYC.

The industry has rallied with a record of more than 570 participants, breaking records dating back to the first New York City Restaurant Week in 1992.



& Company
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Restaurant collections are available at nycgo.com/restaurantweek, including Black-Owned; NYC Classics; Date Night; Fry-Yay!; Winter Warm-Up; The Slice Is Right; Editors' Picks; and Stella Artois To Go, highlighting restaurants serving Stella Artois—the official beverage sponsor of NYC Restaurant Week To Go—for delivery and takeout.

NYC & Company has waived participation fees for this program so as to help the industry in this dire time and simultaneously celebrate the City's continuing role as the dining capital of the world.

Visit nycgo.com/restaurantweek to search all participating restaurants, with the option to organize by the following filters: meal type (lunch or dinner); cuisine; location; platform (delivery method options); amenities (delivery available, takeout available, outdoor dining, outdoor heaters).

Restaurants interested in being a part of the program for the weeks of February 8, 15 and 22 should register at this link no later than 5pm on Tuesday, February 2: <https://business.nycgo.com/nyc-restaurant-week-to-go-participation-form/>

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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.

About Mastercard:

Mastercard is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

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