

**NYC & COMPANY NAMES ALEXANDRA
SILVERSMITH VICE PRESIDENT, GOVERNMENT
AFFAIRS & EXTERNAL RELATIONS**

New York City (September 16, 2022) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced that Alexandra Silversmith has been appointed Vice President, Government Affairs & External Relations. Silversmith joins NYC & Company after nearly a decade of promoting New York City through her most recent position at the Alliance for Coney Island, Inc. and her previously held positions at the New York City Economic Development Corporation (NYCEDC). In her new role, Silversmith will manage key external relationships, serving as the primary contact for elected officials, city agencies, members of the community and other stakeholders. She will report to Natalie Koepff, Chief Operating Officer & General Counsel of NYC & Company.

CONTACTS

Alyssa Schmid
NYC & Company
212-484-1270
aschmid@nycgo.com

DATE

September 16, 2022

FOR IMMEDIATE RELEASE

“It is a pleasure to welcome Alexandra Silversmith to NYC & Company as Vice President, Government Affairs & External Relations,” said **Fred Dixon, President and CEO of NYC & Company**. “We look forward to Alexandra bringing her expertise and talent to this role, which is an integral part of our mission at NYC & Company, as we continue to work with our external and governmental partners towards a full and equitable tourism recovery.”

“I am thrilled to join NYC & Company, an organization I’ve worked closely with over the years during my time representing one of New York City’s most iconic neighborhoods and supporting economic development across the boroughs,” said **Alexandra Silversmith**. “I look forward to continuing to represent the best city in the world and building external relationships to put a spotlight on all corners of the City.”

Silversmith comes to NYC & Company from the Alliance for Coney Island, where she served as Executive Director. She formerly held positions as Project Manager and Analyst at the NYCEDC.

In her new role, Silversmith will cultivate key external relationships for NYC & Company's membership and help NYC & Company fulfill its core mission to maximize travel and tourism opportunities throughout the City, build economic prosperity and spread the dynamic image of NYC around the world; create and execute strategies to advance the organization’s goals and objectives across NYC; advise on projects and initiatives that affect government and external stakeholders, and serve as primary contact for inquiries from elected officials, City agencies, members of the community and other stakeholders.

Silversmith holds a Master’s in Public Administration from New York University (NYU) and a Bachelor of Arts in International Relations and Africana Studies from Brown University.



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.

-30-

CONTACTS

Alyssa Schmid
NYC & Company
212-484-1270
aschmid@nycgo.com

DATE
September 16, 2022

FOR IMMEDIATE RELEASE

Images: <https://spaces.hightail.com/space/W5HrE5aK9X>

By downloading these Media Assets, you are agreeing to the following terms:

NYC & Company is granting you permission for press use only. Any use of the provided Media Assets, in whole or in part, other than for PRESS purposes, is prohibited (including, but not limited to, copying, distribution or sale of these Media Assets). Please note that the Media Assets must not be used for commercial purposes or rebranded in any way without explicit permission from NYC & Company. NYC & Company is providing this to you without any representations as to rights and clearances with regard to third-party rights.