

## NYC & COMPANY STATEMENT ON THE 20TH ANNIVERSARY OF SEPTEMBER 11

“NYC & Company—the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City—commemorates the significant milestone of the 20th anniversary of the events of September 11. While New York City is continuing to face a new crisis that is impacting the globe, 9/11 was a crisis that affected New Yorkers in arguably different ways. Now and in the days following 9/11, the City continues to show its resilience and perseverance to the world.

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DATE

September 7, 2021

FOR IMMEDIATE RELEASE

On this historic anniversary, we honor the lives of the victims, their families and survivors of the 9/11 attacks. We honor the efforts of the first responders who heeded the call and the many who sacrificed their lives in the process. We also honor the recovery workers who stood our City back up in the weeks and months that followed. We will never forget the collective and extraordinary heroism and selflessness.

In collaboration with the National September 11 Memorial & Museum, NYC & Company has partnered with the City's arts and cultural community to promote five-borough programming commemorating this important anniversary. We invite you to visit [911memorial.org/citywide](http://911memorial.org/citywide) to see the calendar of events and plan to attend, support or visit these organizations and institutions as our city reflects on this moment.

Additionally, NYC & Company is collaborating with the Museum on a 'Tribute of Lights' from dusk on September 11 to dawn on September 12 as we work together to illuminate the NYC skyline in Memorial blue to accompany the Museum's iconic annual public art installation of twin beams projected into the night sky. More information can be found at [911memorial.org/visit/memorial/tribute-light](http://911memorial.org/visit/memorial/tribute-light).

Organizations can also participate as a social launch partner in the National September 11 Memorial & Museum's 'Remember the Sky' remembrance by posting a picture of the sky, along with a personal message and the #NeverForget911 hashtag, on Instagram on September 11.

As we look ahead, we do so with a '9/12' spirit of hope and compassion for our shared future. And a reminder of lessons learned and reinforced, chief among them—New York City always endures and rebounds stronger.”

— Fred Dixon, President and CEO, NYC & Company

**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](http://nycgo.com).