



**NYC & COMPANY, MAYOR ERIC ADAMS AND THE EMPIRE STATE BUILDING ALONG WITH RESTAURATEURS, THE BROADWAY LEAGUE, HOTELIER AND BROADWAY PERFORMERS KICK OFF NYC WINTER OUTING<sup>SM</sup> WITH LIGHTING CEREMONY**

*—Attendees to include New York City Mayor, Eric Adams; Chair of NYC & Company, Charles Flateman; President and CEO at NYC & Company, Fred Dixon; CEO of Empire State Reality Trust, Anthony E. Malkin; Cast members from Aladdin and Chicago; Broadway League President, Charlotte St. Martin; Co-Chair of the NYC & Company Hotel Committee, Conrad New York Downtown General Manager, Marlene Poynder; and the Co-Chairs of the NYC & Company Culinary Committee, Chef David Burke and Restaurateur Tren’ness Woods-Black—*

**CONTACTS**

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*—NYC Winter Outing Brings Together NYC & Company’s Signature Programs NYC Restaurant Week<sup>®</sup>, NYC Broadway Week<sup>SM</sup>, NYC Must-See Week<sup>SM</sup> and First-Ever NYC Hotel Week<sup>SM</sup>—*

**DATE**  
January 17, 2022

*—Deals for All Four NYC Winter Outing Programs Redeemable Now through February 13—*

**REQUEST FOR COVERAGE**

NYC & Company, New York City’s official destination marketing organization and convention and visitors bureau will kick off **NYC Winter Outing**—including signature programs [NYC Restaurant Week](#), [NYC Broadway Week](#), [NYC Must-See Week](#) and NYC & Company’s newest signature program, [NYC Hotel Week](#)— on **Tuesday, January 18 at 11:30 a.m. at the Empire State Building.**

**A press conference will be held with remarks given by:**

- New York City Mayor, Eric Adams
- CEO Empire State Reality Trust, Anthony E. Malkin
- Chair of NYC & Company, Charles Flateman
- President and CEO of NYC & Company, Fred Dixon
- Broadway League President, Charlotte St. Martin
- Co-Chair of the NYC & Company Hotel Committee and General Manager, Conrad New York Downtown, Marlene Poynder
- Co-Chairs of the NYC & Company Culinary Committee, Chef David Burke and Restaurateur Tren’ness Woods-Black

Cast members from *Aladdin* and *Chicago* will also be in attendance to help light the Empire State Building. Following lighting ceremony,



there will be a photo opportunity at the grand staircase and on the 86th floor observatory.

**NYC Winter Outing** includes prix-fixe menus at more than 500 restaurants; 2-for-1 tickets to 17 Broadway shows and more than 45 museums, tours and performing arts; and 22 percent off the standard retail rates at nearly 130 participating hotels across all five boroughs from January 18 through February 13. Reservations for all deals are currently available at [nycgo.com](http://nycgo.com).

New Yorkers and visitors must adhere to the City's [Key to NYC](#) guidelines and check participating businesses' websites (available upon clicking into each of the four programs at the [nycgo.com/winterouting](http://nycgo.com/winterouting)) for individual requirements, protocols, timed ticketing and more.

**Please note, all media are required to show proof of Covid-19 vaccination before entering the Empire State Building. KN95 Masks will also be required.**

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**EVENT:** NYC & Company Kicks Off NYC Winter Outing<sup>SM</sup> with Mayor Eric Adams, Fred Dixon, Charlotte St. Martin, Anthony E. Malkin, Marlene Poynder, David Burke, Tren'ness Woods-Black, and Cast members from *Aladdin* and *Chicago*

**DATE:** Tuesday, January 18

**TIME:** Press Check-in: 11:15am  
Event: 11:30am–12:00pm

**PLACE:** Empire State Building  
Enter at 350 Fifth Avenue between 33rd & 34th Streets

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**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).

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