

NEW YORK CITY TO BE SPOTLIGHTED DURING NATIONAL TELECAST OF US OPEN

*—Nation's Largest Tennis Tournament is 'All In' on NYC with
TV Spot Promoting the Immutable Spirit of the Five Boroughs—*

New York City (August 31, 2020) – NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, in collaboration with the **United States Tennis Association**, announced that New York City's new revitalization campaign **All In NYC** will be spotlighted during the national broadcast of the **2020 US Open**, which kicks off today at the USTA Billie Jean King National Tennis Center in Flushing Meadows, Queens. The 30-second TV spot, which showcases the vibrancy and resilience of the five boroughs, is expected to air multiple times on ESPN broadcast and streaming channels over the course of the two-week tournament.

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
press@nycgo.com

DATE

August 31, 2020

FOR IMMEDIATE RELEASE

"We are proud to bring a taste of New York City to television viewers nationwide during the iconic US Open tennis tournament, which has long called the City its home. Although fans are unable to attend this year's US Open in person, we hope our new All In NYC TV spot serves as a reminder of NYC's resilience and immutable spirit and all that makes the five boroughs so special. We look forward to safely welcoming visitors back to our world-class big events, attractions, cultural institutions, hotels, restaurants and more, when the time is right," said Fred Dixon, President and CEO of NYC & Company.

In light of the Covid-19 pandemic, the US Open, the nation's largest tennis tournament, will take place without spectators in attendance, having been modified to limit the number of individuals on site at one time, and with health and safety protocols including testing, mitigation measures, sanitization and more. Players from around the world will compete in the tournament, today through September 13.

"The US Open wouldn't be the US Open if it didn't take place in New York City! We're so gratified that despite the pandemic, the world is descending on New York City from more than 60 countries for this unbelievable showcase. We are proud of our long-standing relationship with the City of New York, and we're 'all in' to bring a taste of the five boroughs to a national audience through this unique collaboration with NYC & Company. Our goal is to remind everyone why New York City remains the most celebrated destination in the world," said Mike Dowse, CEO and Executive Director of the United States Tennis Association.

From the Empire State Building to Staten Island's Little Sri Lanka and everything in between, the All In NYC TV spot aims to unite New Yorkers in the immutable spirit they share and the infinite experiences this city offers them, and brings the five boroughs to those audiences who are dreaming of and planning their next visit. All are encouraged to mask up and explore New York City from anywhere at NYCGO.com.

In partnership with the United States Tennis Association, the 30-second TV spot will air on ESPN broadcast and streaming channels over the course of the tournament, reaching a national audience. This marks the first time that NYC & Company will present a television advertisement outside of the NYC-metropolitan area in recent years. The video can also be viewed [here](#).

Danny Zausner, Chief Operating Officer of USTA National Tennis Center is a member of The Coalition for NYC Hospitality & Tourism Recovery, an initiative of NYC & Company. Last month the coalition unveiled [All In NYC: The Roadmap for Tourism's Reimagining and Recovery](#), including the *All In NYC* local revitalization effort, health and safety initiative the *Stay Well NYC Pledge*, and more.

CONTACTS

Chris Heywood/
Britt Hijkoop
NYC & Company
212-484-1270
press@nycgo.com

DATE
August 31, 2020

FOR IMMEDIATE RELEASE

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.

About USTA:

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level -- from local communities to the highest level of the professional game. A not-for-profit organization with more than 655,000 members, it invests 100% of its proceeds in growing the game. It owns and operates the US Open, one of the highest-attended annual sporting events in the world, and launched the US Open Series, linking nine summer WTA and ATP World Tour tournaments to the US Open. In addition, it owns approximately 90 Pro Circuit events throughout the U.S. and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic Games. The USTA's philanthropic entity, the USTA Foundation, provides grants and scholarships in addition to supporting tennis and education programs nationwide to benefit under-resourced youth through the National Junior Tennis & Learning (NJTL) network. For more information about the USTA, go to USTA.com or follow the official accounts on Facebook, Instagram, Twitter and Snapchat.

-30-

Media Assets: <https://spaces.hightail.com/space/yDHPzIVbg>

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.