



NYC & COMPANY PARTNERS WITH BROADWAY TO ENCOURAGE WORLDPRIDE VISITORS TO BE PROUDLY SUSTAINABLE

—Creative tips help visitors travel sustainably in June and beyond—

New York City (May 31, 2019) — NYC & Company, New York City’s official destination marketing organization, is pleased to partner with six Broadway shows—*Beautiful*, *Chicago*, *Come From Away*, *Frankie and Johnny in the Clair de Lune*, *Hadestown* and *King Kong*—and Rock Steady Farm, on a new initiative, *Proudly Sustainable*, for the month of June. Each of the Broadway partners have created a thematic campaign message to encourage responsible travel to NYC during WorldPride—and beyond—when 4 million+ visitors are expected.

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DATE
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FOR IMMEDIATE RELEASE

“We’ve partnered with six Broadway shows to launch *Proudly Sustainable* in hopes to encourage and remind travelers and New Yorkers to keep our city clean—from NYC’s iconic tourist sites to vibrant neighborhoods across the five boroughs—while visiting during WorldPride,” said NYC & Company President and CEO Fred Dixon.

NYC & Company is reaffirming its status as the capital city of a responsible world by educating WorldPride visitors on how they can protect the environment as a traveler and minimize their footprint on the City. The thematic messages from the six partnering Broadway shows will be showcased on LinkNYC screens across NYC and through @nycgo’s Instagram, Twitter and Facebook during the month of Pride.

The six *Proudly Sustainable* messages include:

- *Beautiful* – “Take good care of our baby: when visiting New York City, remember to leave it as *beautiful* as you found it.”
- *Chicago* – “Here’s a criminally useful tip: shop at NYC markets to help sustain local merchants and their families.”
- *Come From Away* – “Be kind and help mankind: turn off the lights, heat/AC and TV when leaving your hotel room.”
- *Frankie and Johnny in the Clair de Lune* – What you do in the dark can save the earth: turn off the lights when leaving your hotel room.
- *Hadestown*, in partnership with the NRDC – “Everything old can be new again: carry reusable bags, water bottles, straws and utensils, and recycle your waste.”
- *King Kong* – “Need a lift? Take public transportation like the bus or subway to save fuel and reduce exhaust fumes.”

Through this partnership, NYC & Company will make a donation to Rock Steady Farm, a women and queer-owned cooperative and sustainable farm



that sponsors a CSA for the staff and patients of the Callen-Lorde Community Health Center.

For additional tips on how to travel sustainably in NYC, visit nycgo.com/articles/green-guide-to-nyc.

For additional information on NYC and Pride, visit nycgo.com or nycgo.com/worldpride.

About NYC & Company:

NYC & Company is the official destination marketing organization and convention & 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 the official source on all there is to see and do in New York City, go to nycgo.com.

About Rock Steady Farm:

Rock Steady Farm is a women and queer-owned cooperative farm, rooted in social justice, growing specialty cut flowers and sustainable vegetables in Millerton, NY. The Farm believes that all people have the right to healthy and nutritious food, and offers a full season CSA for Callen-Lorde—the global leader in LGBTQ healthcare—staff and patients at their Manhattan clinic. The farm also provides free weekly vegetables and fruit for qualified low-income HIV/AIDS patients with chronic disease. For further details, visit rocksteadyfarm.com.

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