



**NYC & COMPANY ANNOUNCES PROMOTIONAL
PARTNERSHIP WITH SONY PICTURES
ENTERTAINMENT ON
*SPIDER-MAN™: FAR FROM HOME***

**—New York City Welcomed Approximately 13.3 Million Family
Visitors in 2018, Representing 20 Percent of Total Visitation—**

**—The Campaign Highlights Spidey-Approved NYC Activities for the
Whole Family—**

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FOR IMMEDIATE RELEASE

New York City (June 17, 2019) — NYC & Company, New York City's official destination marketing organization, announced a promotional partnership with Sony Pictures Entertainment on the highly anticipated release of *Spider-Man: Far From Home*. In 2018, NYC welcomed an estimated 13.3 million family visitors, a nearly 6 percent increase over 2017. Family visitation to New York City currently represents 20 percent of total visitation to New York City, with expected growth in the future. For kid-friendly NYC travel materials, guides and itineraries inspired by Spider-Man, visit nycgo.com/spider-man-far-from-home.

"We're excited to partner with *Spider-Man: Far From Home*—starring a hometown hero and Queens native—to highlight all there is to do for families when visiting NYC," said Fred Dixon, president and CEO of NYC & Company. "Adored by travelers of all ages, Spider-Man is an exceptional representative for the never-ending excitement found across the five boroughs."

"New York is comprised of so many wonderful neighborhoods and even though Spider-Man is far from home in this film he will always be 'your friendly neighborhood Spider-Man' and a native New Yorker," said Jeffrey Godsick, EVP of Brand Management and Global Partnerships, Sony Pictures Motion Picture Group.

In celebration of Peter Parker's native roots to the Big Apple, NYC & Company has put together a list of Spidey-approved activities families can enjoy this summer in NYC, which can all be found on NYCgo.com, including "[Spidey-Eye Views of New York City](#)," with 16 exciting sites across the five boroughs; "[Swing by Spider-Man's Home Borough](#)," showcasing must-see locations in Queens; and a complete guide to visiting [NYC with family](#).

The campaign will be promoted through out-of-home media in the five boroughs, Boston and Chicago, social media engagement by @nycgo using the hashtags #SpiderManxNYC and #SpiderManFarFromHome, and TV spots running in NYC taxicabs. The campaign creative illustrates Spider-Man climbing the Unisphere in his home borough of Queens, incorporating NYC & Company's global tourism campaign "Famous Original New York City" as well as the official branding for *Spider-Man: Far from Home*.



For further details on the promotional partnership between NYC & Company and *Spider-Man: Far From Home*, visit nycgo.com/spider-man-far-from-home Follow @nycgo_press on Twitter and Instagram for the latest information about New York City.

Spider-Man: Far From Home swings its way to US theaters on July 2, 2019.

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.

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About Spider-Man™: Far From Home:

Following the events of *Avengers: Endgame*, Spider-Man must step up to take on new threats in a world that has changed forever.

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Directed by Jon Watts. Written by Chris McKenna & Erik Sommers. Based on the MARVEL Comic Book by Stan Lee and Steve Ditko. Produced by Kevin Feige and Amy Pascal. Louis D'Esposito, Victoria Alonso, Thomas M. Hammel, Eric Hauserman Carroll, Rachel O'Connor, Stan Lee, Avi Arad and Matt Tolmach serve as executive producers. The film stars Tom Holland, Samuel L. Jackson, Zendaya, Cobie Smulders, Jon Favreau, JB Smoove, Jacob Batalon, Martin Starr, with Marisa Tomei and Jake Gyllenhaal.

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About Sony Pictures Entertainment:

Sony Pictures Entertainment (SPE) is a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, and Sony Pictures Classics. For additional information, visit www.sonypictures.com.

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