



NYC & COMPANY ANNOUNCES RESERVATIONS NOW OPEN FOR FIVE-WEEKS OF DINING DURING NYC RESTAURANT WEEK® SUMMER 2021

—Nearly 530 Restaurants Offering More Than 50 Distinct Cuisines in 75 Neighborhoods Across All Five Boroughs to Dish Up \$21 Lunches or Dinners, and \$39 Lunches or Dinners, Dependent on Individual Restaurant Price Points, as well as \$125 Signature Meals at Select Restaurants, on Offer July 19 through August 22—

—Preregistered Mastercard® Cardholders to Receive an Exclusive \$10 Statement Credit on Meals of \$39 or More When Dining On-Site, for up to \$50 in Rebates for the Duration of the Promotion, and from July 19 through August 15 will also have a Chance to Win 200,000 American Airlines AAdvantage® Miles—

CONTACTS

Chris Heywood/Alyssa Schmid
NYC & Company
212-484-1270
press@nycgo.com

DATE
July 12, 2021

FOR IMMEDIATE
RELEASE

New York City (July 12, 2021) — NYC & Company, the official destination marketing organization and convention and visitors bureau for the five boroughs of New York City, today announced that NYC Restaurant Week® Summer 2021, sponsored by Mastercard, is now open for reservations at nycgo.com/restaurantweek for dining from Monday, July 19 through Sunday, August 22, 2021, with eateries able to opt in for one, multiple or all five weeks. As the City’s beloved NYC Restaurant Week program returns to in-person dining after 18 months, there will be more ways than ever to enjoy the City’s world-class and authentic cuisines, with updated inclusive pricing to ensure participation from various eateries across all five boroughs. Diners can enjoy more than 50 distinct cuisines in 75 neighborhoods with lunches priced at either \$21 or \$39 and dinners priced at either \$21 or \$39, aligned to the individual restaurant price points, as well as the option of an all-new Signature Dining Experience priced at \$125. Taxes and gratuity are not included; Saturdays are blackout and Sundays are optional.

“NYC Restaurant Week returns once again this summer taking on new resonance as a celebration of the City’s remarkable and resilient culinary community, and an opportunity to bring friends and family back together in support,” said Fred Dixon, President and CEO of NYC & Company. “We are delighted to invite diners to make plans now to dine out often and experience the diversity of cuisines that make New York City the restaurant capital of the world. Accompanied with vibrant open streets and rich cultural activity returning across the five boroughs, the options this summer are endless and the time to visit is now.”

Diners can choose from a selection of lunches, brunches and dinners available for \$21 (inclusive of one entrée and at least one side), or \$39 (inclusive of one entrée and at least one side), dependent on individual restaurant price points, and new for this iteration, the Signature Dining Experience featuring three or more courses and exclusive enhancements for \$125. These deals will be



available for indoor and outdoor dining at nearly 530 restaurants across the five boroughs, with some restaurants offering takeout and delivery as well.

Mastercard cardholders can preregister [here](#) to receive an exclusive \$10 statement credit on each transaction of \$39 or more while dining on-site (for up to five (5) transactions totaling a \$50 rebate)* for the duration of the promotion, and each time an NYC Restaurant Week meal is purchased with a Mastercard by August 15, cardholders will also be entered for a chance to win 200,000 American Airlines AAdvantage miles toward a trip anywhere American flies.**

“Together with NYC & Company, we are excited to provide visitors and locals a unique way to return to the City and experience its world-class dining cuisine as the presenting sponsor of NYC Restaurant Week Summer 2021,” said Cheryl Guerin, executive vice president of North America Marketing & Communications at Mastercard. “Providing an exclusive Mastercard credit statement and partnering with American Airlines to give away AAdvantage miles, we hope to empower consumers to further explore their passion for food and travel.”

CONTACTS

Chris Heywood/Alyssa Schmid
NYC & Company
212-484-1270
press@nycgo.com

DATE
July 12, 2021

FOR IMMEDIATE
RELEASE

Diners can browse participating restaurants by filters including “location,” “cuisine,” “\$10 Mastercard rebate,” and “amenities,” with “available menu” to follow. Collections will also be available at nycgo.com/restaurantweek to help consumers choose restaurants by interests, including “James Beard Honorees,” “Wine Spectator Picks,” “NYC Classics,” “Date Night,” “As Seen on TV,” “Under the Sea,” “The Slice is Right,” “Editor’s Picks” and lastly, a collection for Stella Artois, sponsor and official beer of NYC Restaurant Week Summer 2021, titled “Make it Stella,” highlighting restaurants serving Stella.

“Since its inception in summer 1992, NYC Restaurant Week has been a celebration of dining, bringing people together for a shared experience of food, drink and camaraderie,” said Tracy Nieporent, NYC & Company Restaurant Committee Chair Emeritus. “We now have a chance to recapture the collective experience as we continue to welcome diners back to New York City’s restaurants.”

As New York City continues to emerge from the pandemic and the hard-hit restaurant community works toward recovery, NYC & Company has invited all restaurants and eateries across the five boroughs to participate in NYC Restaurant Week Summer 2021 at no cost. Registration for all eateries remains open through July 15 at this link: nycgo.com/rw-signup. Consumers are encouraged to support the restaurant industry while experiencing the best of NYC’s dining scene in various neighborhoods throughout the five-week program. NYC & Company is pleased to extend the program to five weeks for the first time ever, coinciding with NYC Homecoming Week events.

A list of participating restaurants is available at nycgo.com/restaurantweek.



This announcement follows the launch of NYC & Company's largest-ever global tourism recovery campaign, "[It's Time for New York City™](#)," in an effort to revive New York City's tourism and hospitality industry.

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 Mastercard:

[Mastercard](#) is a global technology company in the payments industry. Our mission is to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. With connections across more than 210 countries and territories, we are building a sustainable world that unlocks priceless possibilities for all.

CONTACTS

Chris Heywood/Alyssa Schmid
NYC & Company
212-484-1270
press@nycgo.com

Media Assets:

Creative Assets: <https://spaces.hightail.com/space/wBJkc0X0CD/files>
Restaurant Images: <https://spaces.hightail.com/space/XZIPXsl1sq>

DATE
July 12, 2021

FOR IMMEDIATE
RELEASE

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.

*[Terms and restrictions apply](#)

**NO PURCHASE NECESSARY. Void where prohibited. Open to existing Mastercard cardholders who are legal residents of the 50 U.S. or DC, and legal age of majority before 7/7/21. PIN-based debit, international & corporate transactions ineligible. Ends 8/15/21. Sponsor: Mastercard International Incorporated, 2000 Purchase Street, Purchase, NY 10577. For Official Rules & complete details, click [here](#).