



For Immediate Release: August 3, 2010

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I LOVE NEW YORK UNVEILS PRO BONO TV SPOTS WITH STAR-STUDED CAST

Legendary director Bob Giraldi, a star-studded cast, members of the commercial production industry, JetBlue, Watkins Glen International, and the New York Jets partner to promote New York travel for 2010

The television spots highlight New York's arts, culture, fine dining, and entertainment

I LOVE NEW YORK today unveiled pro bono, star-studded television spots to promote New York State travel for 2010. I LOVE NEW YORK, New York State's iconic tourism campaign, and legendary director Bob Giraldi teamed up to produce the spots, which feature a cast of New York celebrities, including film and television star Alec Baldwin, "30 Rock" creator and star Tina Fey, author and television host Rachael Ray, and New York Jets star quarterback Mark Sanchez. The announcement was made at the Helmsley Park Lane Hotel and included members of Empire State Development as well as Giraldi, his production crew. In addition, an announcement was made of an unprecedented partnership with JetBlue, Watkins Glen International, and the New York Jets to showcase New York State as a great travel destination.

"Just like a generation ago when Frank Sinatra and other stars appeared in the now legendary I LOVE NEW YORK commercials that forever changed the way states market tourism, New York's tourism industry is again at a defining moment," said Empire State Development (ESD) Chairman & CEO Dennis M. Mullen. "As the state's lead economic development agency, we market New York not only as a great place to do business but as the perfect vacation destination. During the past few years, we have incorporated the best and most up-to-date marketing techniques into our practices to increase awareness of the many natural, historic and cultural attributes that New York State has to offer. As a result, we have seen remarkable growth in tourism, demonstrating how valuable an asset New York State's tourism industry is to the state's economy. Thanks to the support of Bob Giraldi, our participating celebrities and other partners, we can continue to provide marketing support to bolster New York State's tourism economy."

"New York State, especially in these challenging times, has to be joyful, able to laugh out loud, laugh at itself and, above all, remain positive while offering hope," said Director Bob Giraldi. "I tried to make the spots suggest all that—and more."

I LOVE NEW YORK received 13 proposals for the spots and selected award-winning American film and television director Bob Giraldi, who is best known for directing the music video for Michael Jackson's song "Beat It." Giraldi's work has garnered many accolades, including several London International Awards, Cannes Advertising Awards, New York International Awards, Addy Awards, Chicago Film Festival Awards and hundreds of Clio Awards. He has also been

named one of the “101 Stars Behind 100 Years of Advertising.” His advertising campaigns include the Pepsi-Cola campaign with Michael Jackson and Lionel Richie, as well as commercials for the Miller Brewing Company, featuring celebrities such as Rodney Dangerfield, Bob Uecker and Billy Martin.

“I LOVE NEW YORK, one of the world’s most recognized branding campaigns, was created in 1977 during the height of a severe economic crisis,” said ESD Executive Director Peter Davidson. “Now, a generation later, New York State is once again in the midst of an historic, national economic downturn. I LOVE NEW YORK asked for pro bono assistance from the state’s creative community in producing these effective 30-second television commercial spots to promote the entire state. New York’s commercial production community rose to the challenge. I would also like to thank the Helmsley Park Lane Hotel, for hosting us today.”

New York State’s tourism sector supported over 660,000 jobs in 2009 and generated \$46 billion in visitor spending and nearly \$13 billion in tax revenue. It is crucial that I LOVE NEW YORK execute a tourism campaign to impact and sustain visitation throughout New York State. The idea that these spots were made at no cost to the state and produced and starred in by such high quality talent addresses not only the power of the I LOVE NEW YORK brand, but the love our creative community has for New York State.

In addition, the spot will be shown to thousands of customers on the signature seatback television screens of more than 650 daily flights on JetBlue Airways, in partnership with Watkins Glen International. The campaign will also leverage ESD’s partnership with the New York Jets, who will air the spots on SNY during its postgame shows throughout the season in New York during its preseason football games.

“As New York’s Hometown Airline, the city and the state have been and will continue to be a vital part of JetBlue’s brand, our heritage and culture in our second decade,” said JetBlue Airways Chief Executive Officer, Dave Barger. “We are proud to help broaden New York’s reach through our PlusTV network on our personal in-flight TV screens, showing customers locally and across our network the meaning behind the I LOVE NEW YORK brand and all that the communities of this great state have to offer.”

“The commercial, film, and television industries has been incredibly supportive of New York State over the years,” said the Governor’s Office for Motion Picture and Television Development Executive Director Pat Swinney Kaufman. “We are home to some of the best crews to support productions and we are incredibly grateful for the help of the Directors Guild of America, The Screen Actors Guild, International Cinematographers Guild, United Scenic Artists, Local 600 IATSE and Theatrical Teamsters –Local 817 and Local 52 – all of whom lent their time and expertise to this campaign. These pro bono television spots demonstrate all the things which we truly love about New York – from the arts and culture, to the fine dining and entertainment! With a proven record of accomplishment for creating jobs and generating tax revenue for New York, I have no doubt the tourism industry will continue to play an important role in our efforts to strengthen the state’s economy.”

“This extraordinary effort to produce two pro bono I LOVE NEW YORK brand spots for summer/fall 2010, in spite of an unprecedented state budget crisis, was done for one reason and one reason only: to support New York’s tourism industry and drive tourism to every region of the state,” said ESD Division of Tourism Managing Director Edward Maitino. “With a strong call to action and a media strategy combining partnerships with the New York Jets, Watkins Glen, Jet Blue and other media partners, this spot will have a measurable impact on tourism this year and in 2011.”

I LOVE NEW YORK recently became the first state tourist organization to break the 30,000 follower mark on Twitter. For more information on New York’s travel destinations, you can follow I LOVE NEW YORK on Twitter and check out the New York State 2010 Travel Guide. The guide features green travel, outdoor adventures, art and culture, history, family travel, food and drink, shopping and unique lodging. Visitors will also find itineraries for great trips throughout the state. Discover another reason to love New York by visiting www.ILOVENY.com

Empire State Development is New York's chief economic development agency, committed to being recognized on a global scale as the economic development engine driving job growth, strategic investment and prosperity in New York State. ESD is intent on paving the way for New York State to become the leader of the innovation economy and one of the most business friendly, productive and competitive economic development climates in the world. ESD also oversees the marketing of "I LOVE NY," the State's iconic tourism brand. For more information, visit www.esd.ny.gov.

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