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## **I LOVE NEW YORK UNVEILS NEW STUDENT-PRODUCED FILMS PROMOTING NEW YORK STATE TRAVEL**

*The films will serve as branded entertainment and highlight New York's diverse vacation regions*

I LOVE NEW YORK today unveiled four new short films to promote tourism for New York State. In partnership with ProMotion Pictures, New York State's iconic tourism campaign worked with teams of students at New York University's Tisch School of the Arts Graduate School of Film to create the films. The project had two goals: to support the arts in New York in recognition of the 50<sup>th</sup> anniversary of state funding for the arts and to create unique, branded entertainment for New York State tourism.

Each team was tasked with creating a short film that entertained the viewer and highlighted New York State's various assets. Resulting were four pieces, each demonstrating another reason to love New York:

- Crush – Highlighting the Greater Niagara and Chautauqua-Allegheny regions  
<http://www.youtube.com/watch?v=Qv7JpOX0p1o>
- Nuts for New York – Highlighting Central New York, The Catskills, Hudson Valley, Finger Lakes, The Adirondacks, New York City and Long Island regions  
<http://www.youtube.com/watch?v=iankOLdbQEG>
- Nation in Crisis – Highlighting Greater Niagara, Capital-Saratoga and Finger Lakes regions  
<http://www.youtube.com/watch?v=c5TcTqNmQRA>
- Love In NY – A series of vignettes, highlighting Greater Niagara, Long Island, and New York City regions  
<http://www.youtube.com/watch?v=0CoP2Hx2Yws>

“We continue to incorporate some of the best and most up-to-date marketing techniques in order to increase awareness of the many natural, historic and cultural attributes that New York State has to offer,” said Peter Davidson, Executive Director of Empire State Development, which administers the I LOVE NEW YORK campaign. “Each film captures the diversity of New York's vacation regions; they are beautiful, funny, and heart-warming. The talent of the students at NYU's Tisch School of the Arts Graduate School of Film went above and beyond our expectations.”

“I LOVE NEW YORK wanted to give creative license to the students to create films that capture and help define New York State's personality differently than a traditional tourism commercial might,” said Maha Eltobgy, Vice President of Marketing Strategy of Empire State Development. “I'd like to extend our

sincerest thanks to ProMotion Pictures, Moxie Pictures, and our colleagues at Empire State Development for all their help on this project. New York State's tourism industry is a valuable asset to the state's economy and these films will help us to promote the state as the ideal getaway spot."

As part of a larger partnership between JetBlue and the State of New York, the films will be shown on JetBlue's in-flight seatback program. I LOVE NEW YORK will also be working with NYSCA to hold free public screenings at local art institutions statewide, film festivals (most recently, Syracuse International Film Festival) and may enter the films into the student category at upcoming film festivals for 2011.

The films will live on [www.iloveny.com](http://www.iloveny.com) and can also be seen on I LOVE NEW YORK'S [Facebook](#) and [Youtube](#) pages. This week, I LOVE NEW YORK is encouraging everyone to check out the films and vote for your favorite by "liking" it on Facebook. Next week we will announce the Short Film winner that receives the most "likes."

"I LOVE NEW YORK was a dream sponsor for ProMotion Pictures," said Ryan Heller, Executive Vice President for Promotion Pictures. "They knew exactly what their brand was and what they wanted these films to say. And we were thrilled that the brand resonated so much with the student filmmakers and I think it really shows in the work."

"New York is the independent film capital of the world and a favorite destination for tourists worldwide," said Pat Swinney Kaufman, Executive Director of the Governor's Office for Motion Picture & Television Development. "This was a terrific opportunity to combine forces and build on the strength of both industries. What we are seeing with these films is the next generation of great filmmakers. These beautiful and funny stories capture everything that is New York State – from the Finger Lakes to Long Island. Thanks to the talented students at NYU's Tisch School of the Arts Graduate School of Film we can continue to promote New York not only as an amazing tourist destination but as an ideal backdrop for television and film production."

These films follow on the heels of the August unveiling of pro bono, star-studded television spots to promote New York State travel for 2010 and serve as unconventional, supplementary branding for younger, online audiences. I LOVE NEW YORK teamed up with legendary director Bob Giraldi to produce the TV spots, which featured 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.

### **About New York State**

New York State features 11 beautiful vacation regions. New York's attractions span from landmarks such as Niagara Falls, to the wine trails of Hudson Valley and treasures like the Baseball Hall of Fame in Cooperstown. Whether it's wide-ranging outdoor activities for the whole family like fishing, hiking and boating, culinary wonders and farm-to-table fresh foods, or the rich history and culture of one of the 13 original colonies, New York State offers diverse activities for all travelers. For more information about what is going on at I LOVE NY and New York State, make sure to follow us on Twitter at [www.twitter.com/I\\_LOVE\\_NY](http://www.twitter.com/I_LOVE_NY) or fan us on Facebook at [www.facebook.com/iloveny](http://www.facebook.com/iloveny).

Discover another reason to love New York by visiting [www.ILOVENY.com](http://www.ILOVENY.com).

Empire State Development is New York's chief economic development agency and administrator of the statewide business resource portal New York First ([www.NYfirst.NY.gov](http://www.NYfirst.NY.gov)). ESD also oversees the

marketing of “I LOVE NY,” the State’s iconic tourism brand. For more information on Empire State Development, visit [www.esd.ny.gov](http://www.esd.ny.gov).

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