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**“FALL IN LOVE WITH NEW YORK”
I LOVE NEW YORK & BOND No. 9 ANNOUNCE AUTUMN WEEKEND
GETAWAY SWEEPSTAKES**

I LOVE NEW YORK and Bond No. 9 today announced an Autumn Weekend Getaway Sweepstakes to celebrate the launch of the unique partnership of the iconic I LOVE NEW YORK brand and the perfume house Bond No. 9. The contest winner and their guest will stay at the acclaimed American Hotel on picturesque Main Street in Sag Harbor for two nights, and enjoy the hotel’s daily breakfast and a special Celebration Dinner on Saturday night. For more information on the sweepstakes, visit www.bondno9.com/.

“I LOVE NEW YORK is one of the world’s most recognized branding campaigns and this partnership with Bond No. 9 is a great example of the kinds of creative collaborations New York inspires,” said Empire State Development President, CEO & Commissioner Kenneth Adams. “This initiative demonstrates how the Division of Tourism and our licensing agent CMG are working hard to grow and protect the iconic brand.”

“The September launch of I LOVE NEW YORK by Bond No. 9 – an artisanal luxury eau de parfum collection that celebrates the diversity of New York State – will invite consumers to experience what happens when the art of perfumery gets inspired by the Empire State,” said Bond No. 9 Owner and Founder Laurice Rahme. “We are encouraging all New Yorkers to join the celebration and enter to win the Autumn Weekend Getaway Sweepstakes to Sag Harbor, Long Island.”

The partnership of I LOVE NEW YORK and Bond No. 9 is one of the state’s newest licensing programs for the iconic I LOVE NEW YORK brand. New York State and its licensing agent, CMG

Worldwide, are constantly seeking innovative and creative ways to grow the brand nationally and internationally while staying true to the brand's enduring identity. The licensing program promotes travel and tourism through its core souvenir tier partnerships and conveys the essence of New York State through unique products and strategic partnerships with specialty, mid-tier, and high-end channels. The I LOVE NEW YORK logo is currently licensed in a variety of key categories such as apparel & accessories, novelties & collectibles, confectionery items, stationary, toys, sporting goods, and home goods. Officially licensed merchandise is available through retailers including Hudson News, Macy's, Gap, Disney, Saks Fifth Avenue, and MoMA.

About Bond No. 9

Bond No. 9, headquartered in a landmark Second Empire cast-iron building at 9 Bond Street in Noho, is a vertical New York fragrance manufacturer and retailer. Our 43 eaux de parfum are sold at our Bond Street, Bleecker Street, High Line, Sag Harbor, and our two Madison Avenue boutiques; at Fifth Avenue, Nordstrom, and Harrods; and on our website. All of our mold-breaking fragrances are New York-centric. In fact, they're almost civic-minded. No one has ever mapped out perfumes for any city before, and we are proud that Manhattan is the first to be bestowed this honor – not just as the megalopolis it has become over the past hundred years, but as the city that, in finding its heart, has also acquired repute as a world arbiter of taste and style, just as Paris was in the early 20th century. What we are doing is scenting the entire island. We've got fragrances called Nuits de Noho, Chelsea Flowers, Chinatown, Hamptons and Madison Square Park.

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 or fan us on Facebook at www.facebook.com/iloveny.

About Empire State Development

Empire State Development is New York's chief economic development agency and administrator of [Business First](#), a statewide business resource portal. The mission of Empire State Development is to promote business investment and growth that leads to job creation and prosperous communities across New York State. 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.

Discover another reason to love New York by visiting www.ILOVENY.com.

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