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I LOVE NEW YORK LAUNCHES “SAVE THE DATE” CAMPAIGN

Puts New York at the Forefront of Wedding Planning for Same-Sex Couples

Kicking-off the official countdown to marriage equality - 7.24.11 – [I LOVE NEW YORK](http://www.ILOVENY.com) launched its “Save the Date” campaign today, featuring online wedding and honeymoon packages designed to unite couples and businesses and establish New York as a premier destination location for weddings between same-sex couples.

By visiting www.ILOVENY.com, couples looking to plan their dream wedding in New York State will have an array of world-renowned travel destinations to select - from Niagara Falls to Long Island - and inspiring wedding packages across all seasons. Additionally, in celebration of marriage equality, the trademarked I LOVE NEW YORK logo, which has become an iconic symbol to promote New York State as a top getaway destination, has gone rainbow.

“Every sector of the New York’s travel and tourism industry will immediately benefit from the economic opportunities created by marriage equality. Our ‘Save the Date’ campaign will bring together couples and businesses to establish New York as a premier destination for weddings between same-sex couples,” said ESD President, CEO & Commissioner Kenneth Adams. “Starting July 24th, on the strength of its incredible travel destinations and the progressive leadership of Governor Cuomo, New York will be well positioned to compete with neighboring states for critical tourism dollars to boost our economy.”

Visitors to the site can find wedding and honeymoon destination packages centered around all New York State offers—from landmarks such as Niagara Falls to the wine trails of Hudson Valley to the pristine beaches of Long Island, and much more.

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.

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

About Empire State Development

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). 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.