



FOR IMMEDIATE RELEASE

**CHINATOWN NEW YORK CITY INAUGURATES ITS FIRST-EVER
VISITOR INFORMATION KIOSK**

*Kiosk Features a Giant Map and Provides Visitors with Information
On the Area's Attractions, Events, Restaurants and Retail Shops*

NEW YORK, NY – December 22, 2004 – Visitors to New York City can now explore Chinatown with on-the-spot information, listing of events, maps and recommendations, courtesy of the area's first-ever Visitor Information Kiosk, which was officially opened on December 17, 2004. The kiosk is part of the Explore Chinatown Campaign to promote Chinatown as a tourism destination and make the area's attractions, restaurants and retail shops more readily accessible to visitors. The kiosk, which is bounded by Canal, Walker and Baxter Streets is manned by two multi-lingual staff members and supplies visitors to Chinatown with complimentary maps, guidebooks and brochures to better inform them of the area's diverse array of attractions. The kiosk is open seven days per week from 10:00 am – 6:00 pm on weekdays and from 10:00 am – 7:00 pm on weekends.

"The new Chinatown Visitor Information Kiosk gives travelers access to the resources they need to effectively navigate the area's colorful landscape of cultural attractions, restaurants, shops, and special events," said Cristyne L. Nicholas, President and CEO of NYC & Company, the city's official tourism marketing organization. "Projects such as the visitor information kiosk help support our \$23 billion tourism industry, by creating awareness for notable New York neighborhoods like Chinatown, as well as generating substantial visitor spending and supporting nearly 300,000 jobs in all five boroughs."

The kiosk features a neon-lighted, pagoda-style roof adorned with a large red and gold dragon; and the western wall contains an eight-foot translucent map of the area that highlights many of the diverse attractions and destinations that can be found in Chinatown. The kiosk is funded by the Lower Manhattan Development Corporation (LMDC) and the September 11th Fund and managed by NYC & Company. **For more information on the Chinatown Visitor Information Kiosk and the Explore Chinatown Campaign please visit www.ExploreChinatown.com.**

EDITOR'S NOTE: Photography of visitor information kiosk attached – Photo Credit:
Lowermanhattan.info

About Chinatown New York City

Chinatown New York City, combines authentic Asian-American culture with the energy and influence of the most exciting city in the world. With over 200 restaurants, numerous Asian bakeries and tea houses, jewelry shops, arts and antique stores, an active nightlife and dozens of cultural attractions and landmarks, Chinatown stands as a world within a city. Whether dining, shopping, or strolling down the charming, narrow streets, visitors to Chinatown New York City, will find virtually limitless opportunities for new experiences and added insight.

Located on the east side of Lower Manhattan, Chinatown New York City, is the largest in the United States. The neighborhood has been growing steadily since the mid-1800s, and today stands as a vibrant community offering the opportunity to enjoy and explore Asian-American culture. Chinatown New York City is easily accessible via many New York City MTA subways and buses, as well as several convenient area parking garages. For more information, visit www.ExploreChinatown.com.

Note to editors: NYC & Company, the city's official tourism marketing organization, is a private, membership-based non-profit dedicated to building New York City's economy and positive image through tourism and convention development, major events and the marketing of the city on a worldwide basis.

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