



NEW YORK STATE LAUNCHES TRAVEL INITIATIVE TO INCREASE BLACK TOURISM

February 25, 2023



New York Governor Kathy Hochul announced the launch of the “I Love NY” Black travel initiative, which is designed to grow tourism and encourage Black travel in New York State, during a presentation at the Joan Weill Center for Dance in New York City, home of the famed dance organization founded by Alvin Ailey. Dr. Hazel N. Dukes, president of the NAACP New York State Conference and a member of the NAACP National Board of Directors, and **Alvin Ailey American Dance Theater Artistic Director Robert Battle gave remarks, followed by a performance from the Ailey School.**

“The new I Love NY Black travel initiative will be a celebration of New York’s unparalleled Black history, culture, food, and arts,” Governor Hochul shared. **“From sites and museums that bring Black history to life to world-class arts and cultural institutions like the Alvin Ailey American Dance Theater, New York has so much to offer. I look forward to working with our partners to welcome even more visitors to experience Black culture in our state.”**

I Love NY’s Black travel initiative is a comprehensive program that promotes New York State as a great vacation destination for Black travelers. Its dedicated presence on the I Love NY website will provide a direct invitation welcoming visitors and their families to experience New York's unparalleled Black history, culture, food, arts and events.

The state is home to dozens of Underground Railroad sites; has deep ties to freedom leaders like Fredrick Douglass, Sojourner Truth and Harriet Tubman; and is the place where hip hop was born. The Joan Weill Center for Dance, where the announcement took place, is the largest building dedicated to dance in New York City, the dance capital of the world.

For more information on the state's Black travel initiative, visit www.iloveny.com.