

STATE OF NEW YORK
OFFICE OF GENERAL SERVICES
John C. Egan, COMMISSIONER

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FOR IMMEDIATE RELEASE:

Monday, May 18, 2009

OGS SEEKS SPONSORS FOR 2009 SUMMER CONCERT SERIES

New York State Office of General Services (OGS) Commissioner, John C. Egan today announced the agency is seeking sponsors for the annual *At the Plaza Summer Series (At the Plaza)* at the Empire State Plaza.

“At the Plaza is a summertime favorite among Capital Region residents and visitors to the region,” Commissioner Egan said. “For more than 20 years, this engaging program of free events, concerts and festivals has made the Empire State Plaza a summer destination for the Capital Region and beyond.”

In 2008 the *At the Plaza* program attracted more than 110,000 guests to the Empire State Plaza.

OGS relies upon the support of sponsors to help defray the cost of the *At the Plaza* program and many opportunities are still available for the 2009 summer series. Sponsors will have extensive media and marketing opportunities at popular upcoming events and can expect a tailored sponsorship package designed to deliver positive returns on their investment.

Also available for 2009 is the “Friends of the Plaza” program, an exciting, low-cost way for local restaurants and establishments to be a part of the summer season. Membership in “Friends of the Plaza” is an opportunity to let Empire State Plaza guests know “Where to go after the show.”

At the Plaza Kick-Off Party – July 1, 2009 – 11am – 2pm

The Office of General Services invites you to spend lunchtime at the Plaza. We’re kicking off the summer season in style – with your favorite vendors, tons of giveaways and a rocking performance.

Plaza Food Festival – July 8, 2009 – 11am – 9pm

The annual Food Festival is a favorite among Capital Region residents. Visit over 80 food vendors, including local and ethnic specialties and wineries. Pride of New York members offer the very best in New York State based products. But it's not all about food. This festival has a history of great entertainment! Regional and national artists perform throughout the day and well into the night.

Country Night – July 15 – 5pm – 9pm

GE's Kids Day – July 12, 2009 – Noon – 5pm

Kids' Day is a FUN festival designed especially for little ones - and if you love to clown around - then Kids' Day is the place for you! Be sure to visit every nook and cranny of the Plaza's west side seeking out face painters and clowns, puppet shows and jugglers, arts and crafts and pony rides galore!

African American Family Day – August 1, 2009 – Noon – 7pm

African American Family Day is dedicated to embodying Five Community Principles - family, love, peace, unity and respect. This annual family festival is a richly diverse blend of art, music, culture and history. Friends, neighbors, clergy and community members join to celebrate the rich African American heritage and other diverse cultures through a multi-faceted day of events.

Hispanic Heritage Celebration – September 19, 2009 – 3pm – 8pm

Kick off Hispanic Heritage Month with this second annual event. Attractions include performances by local dance troupes, musical entertainment, Latin arts and crafts and food vendors. The Capital Region Latino Parade ends at the Plaza and presents a finale program.

For more information about sponsorship opportunities at the Empire State Plaza, call 518-474-0460 or visit www.empirestateplaza.org.