



GANYC

GUIDES ASSOCIATION OF NEW YORK CITY

FOR IMMEDIATE RELEASE

The GANYC Apple Awards to Honor New York's "Cultural Ambassadors" Inaugural Event at Leonard Nimoy Thalia, Mon., 8:00pm, March 2, 2015

THE GUIDES ASSOCIATION OF NEW YORK CITY announces the first annual GANYC Apple Awards.

The GANYC Apple Awards ceremony will be held at the Leonard Nimoy Thalia, at Symphony Space Performing Arts Center, 2537 Broadway (at 95th St.), Monday, March 2, 8:00pm-10:00pm. Festivities will begin at 6:30pm with libations and hors d'oeuvres at the theater's Bar Thalia.

GANYC will honor those people and cultural institutions who best exemplify New York's culture and high octane vitality. Off-Broadway stars Kevin James Doyle and Olivia Petzy, from *How 2 B A New Yorker*, along with special guest presenters will host this inaugural event. GANYC's 2015 nominees are major cultural achievers: authors of fiction, non-fiction, essays, articles and newspaper columns about New York. This list of New York City's culture-makers also includes radio broadcasters, podcast producers and webmasters for whom The Big Apple is an irresistible muse. The nine categories also highlight NYC Preservation, Tourism, Culture, Museum Exhibitions and Restaurant Industry. "Artist of Light," James Turrell, will receive a lifetime achievement award at the ceremony.

GANYC Apple Awards nominees include: Alan Gilbert (NY Philharmonic Orchestra); Brian Lehrer (WNYC); Brandon Stanton (*Humans of New York*); Ginia Bellafante and Clyde Haberman (*New York Times*); Jeremiah Moss (*Vanishing NY*); Billy Mitchell (*The Apollo*); Susan Henshaw Jones (Museum of the City of NY); The Bowery Boys (Podcast); Michael Miscione (Manhattan Borough Historian); Kathleen O'Connor (N-Y Historical Society); Danny Meyer (restaurateur) and Niki Russ Federman (Russ & Daughters).

The nine categories and thirty six nominees are listed on GANYC's website, www.ganyc.org/2015-awards-ceremony.

Tickets are \$60, including the cocktail party. Tickets may be purchased <http://www.symphonyspace.org/event/8704//guides-association-of-new-york-city-awards>.

About GANYC: Tourism is the fifth largest industry in NYC, projected to generate \$70 billion in 2015. The Guides Association of New York City is New York's only organization representing licensed, professional New York City Sightseeing Tourist Guides. GANYC is also one of America's oldest guides associations. GANYC meets monthly to address industry issues. The association offers tour guides continuing education, professional development programs, exclusive familiarization (FAM) tours and liability insurance. GANYC continuously strives to advance the highest standards of professionalism in the tourism industry.

PRESS CONTACTS: GANYC Apple Awards Executive Producer: Sal Balbi - awards@ganyc.org
GANYC Public Relations: Matthew Cummings - publicrelations@ganyc.org, 855-57-GANYC /tel
Janet Solesky - amprovis@gmail.com, 212-544-2210 / tel 347-525-5436 /cell.