AIDS WALK NEW YORK – MEDIA ADVISORY

For Immediate Release

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MEDIA ADVISORY

GMHC TO 'LIGHT UP NEW YORK' RED AS AIDS WALK NEW YORK APPROACHES

BROADWAY LEGEND CHITA RIVERA TO HOST LIGHTING CEREMONY AT EMPIRE STATE AS NEW YORK CITY SKYLINE GOES RED FOR AIDS AWARENESS

New York, NY – As New York City prepares for AIDS Walk New York on May 15, Gay Men's Health Crisis (GMHC) will "Light Up New York" from May 12 through May 15. Beginning May 12, several of New York City's landmarks will light up **RED**, marked by a special ceremony at the Empire State Building held that day, to raise awareness for HIV and AIDS and build momentum toward the AIDS Walk on Sunday, May 15 in Central Park.

Broadway legend Chita Rivera **will host the Lighting Ceremony to launch "Light Up New York" at the Empire State Building on Thursday, May 12 at 2 p.m.**

WHO: **Chita Rivera**, GMHC Chief Executive Officer **Kelsey Louie**, and AIDS Walk New York supporters will join Thursday's Lighting Ceremony.

Light Up New York partners include: **GMHC, The Empire State Building, Madison Square Garden, The Plaza Hotel, 4 Times Square, 9 Times Square, 7 World Trade Center, New York Stock Exchange, Bank of America Tower at One Bryant Park, Bloomingdale's, CBS Blackrock Headquarters, CBS Broadcast Center, JFK International Airport Tower, JPMorgan Chase, Macy's Herald Square , NYonAir, One World Trade Center,**

Hyatt Hotel Times Square, 1675 Broadway, The Helmsley Building, Pastai, EOLO, Church of Saint Francis Xavier, Church of Saint Paul the Apostle, Church of Saint Francis of Assisi, Sak's Fifth Avenue, and Viacom, with many more expected to come on board.

WHAT: "LIGHT UP NEW YORK" – official launch and Lighting Ceremony as New York City Skyline goes **RED** to raise awareness for HIV and AIDS.

WHEN: **Thursday, May 12, 2016**
Media Check-In: 1:30 p.m.
Lighting Ceremony: 2 p.m.

WHERE: Check in at Empire State Building Lobby, 350 Fifth Avenue between 33rd and 34th
Media will be escorted to 86th Floor Observatory shortly after 2 p.m.
"LIGHT UP NEW YORK" partners will be visible throughout Manhattan

WHY: **In response to a devastating disease whose victims were mounting at a frightening pace (to-date AIDS has killed over 658,000 people in the United States alone), men and women came together in 1986 for the first ever AIDS Walk New York.** LIGHT UP NEW YORK will help raise critical awareness about HIV and AIDS, as well as for the event on Sunday, May 15.

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Light Up New York has become a compliment to the Empire State Building's lighting tradition, which has over the years turned its spire red to observe important occasions related to HIV/AIDS awareness, including AIDS Walk New York. Secretary of **GMHC's Board of Directors Osvaldo Perdomo** headed up the initiative a few years back and remains involved today. "With the help of our lighting partners, GMHC is continuing to raise HIV and AIDS awareness, end stigma and declare that AIDS is not over," said Perdomo. "We are deeply grateful for their participation."

"In a challenging election year, which has included hateful rhetoric from some candidates directed to the very people GMHC serves, we are proud to see so many New York institutions joining us in support of *all* people living with HIV/AIDS ,"**said Kelsey Louie, Chief Executive Officer of GMHC.**

Organizations interested in joining the "Light Up New York" initiative should call the AIDS Walk New York office at 212.807.9255 (WALK). Everyone is invited to participate by lighting their homes red or wearing red during May 12 – 15.

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About GMHC
Gay Men's Health Crisis (GMHC) is the nation's leading provider of HIV/AIDS care, prevention services and advocacy, serving nearly 9,000 people living with HIV/AIDS in New York City, the epidemic's largest U.S. epicenter. As the world's first HIV and AIDS service organization, GMHC is an expert in providing services that every person affected by the epidemic deserves. GMHC is on the front lines caring for people who are both HIV negative and positive, including: testing, nutrition, legal, mental health and education services. GMHC also advocates for stronger public policies at the local, state and federal level with the goal of ending AIDS as an epidemic in New York State by 2020. Most recently, GMHC and other HIV/AIDS organizations successfully persuaded the federal government to recommend widespread use of PrEP, a new daily treatment that is over 90% effective in preventing HIV infection. For more information, visit www.gmhc.org.

About AIDS Walk New York: Since 1986, AIDS Walk New York has raised more than $144 million for HIV programs and services in the tri-state area, and has grown into the largest AIDS fundraising event in the world. In 2015 alone, 30,000 participants, many of whom were members of more than 2,600 corporate and community teams, raised nearly $5 million for GMHC and 40 other tri-state area AIDS service organizations. For more information, please visit aidswalk.net/newyork.

About MZA Events: AIDS Walk New York was founded in 1986 by Craig R. Miller and his organization of activists, MZA Events. Miller is the AIDS Walk originator and has produced hundreds of public service campaigns and fundraising events, generating more than $380 million for major AIDS organizations throughout the country. For more information, please visit mzaevents.com.

About the Empire State Building: Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building, owned by Empire State Realty Trust, Inc., is the "World's Most Famous Building." With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports all major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects, and the Empire State Building Observatory is one of the world's most beloved attractions as the region's #1 tourist destination. For more information on the Empire State Building, please visit www.empirestatebuilding.com, www.facebook.com/empirestatebuilding, @EmpireStateBldg, www.instagram.com/empirestatebldg, www.youtube.com/esbnyc or www.pinterest.com/empirestatebldg/.

About Empire State Realty Trust: Empire State Realty Trust, Inc. (NYSE: ESRT), a leading real estate investment trust (REIT), owns, manages, operates, acquires and repositions office and retail properties in Manhattan and the greater New York metropolitan area, including the Empire State Building, the world's most famous building. Headquartered in New York, New York, the Company's office and retail portfolio covers 10.1 million rentable square feet, as of September 30, 2015, consisting of 9.4 million rentable square feet in 14 office properties, including nine in Manhattan, three in Fairfield

County, Connecticut and two in Westchester County, New York; and approximately 720,000 rentable square feet in the retail portfolio.