



press release

FOR IMMEDIATE RELEASE

**1251 AVENUE OF THE AMERICAS LAUNCHES FOUNTAIN LIGHT SHOW
DESIGNED BY MITSUI FUDOSAN AND COLOR KINETICS**

***June 25 New York Islanders Display to Be First of Regular Series Commemorating
Milestones***

NEW YORK – June 25, 2021 – The Avenue of Americas Association is pleased to announce that 1251 Avenue of the Americas has launched a uniquely designed and curated light display at the building's iconic outdoor Fountain at 1251, the largest in Midtown Manhattan. The lightshow, designed by the Mitsui Fudosan team along with Color Kinetics, which also lights the Empire State Building, will feature the team colors of the New York Islanders tonight (June 25) beginning at 8:30 PM and continuing until 1:00 A.M. Every hour and half hour the light show will include specially designed five-minute animations. In between the special displays, the fountain will feature a steady blue cascade and orange fountain jets.

Going forward throughout the year, the light show will mark milestones and will change its themes to mark holidays and special events for New York City, Midtown and the Avenue of the Americas. The fountain is also home to the famous oversized ornaments installation during the holiday season and has become a prime lunch spot and iconic landmark in Midtown.

"As New York City swings back into action, we are excited to provide events for the community that bring people to together and remind us all of our shared love of Midtown and the Avenue," said Christopher N. Perez, Vice Chair, Avenue of the Americas Association, and Senior Vice President, Asset Management & Leasing, Mitsui Fudosan America, Inc.

ABOUT AVENUE OF THE AMERICAS ASSOCIATION

The Avenue of the Americas Association is a civic improvement corporation that promotes the commercial success of Sixth Avenue and New York City, covering a span of approximately four miles long. The Association highlights the best arts, culture and lifestyle that the neighborhood has to offer including impressive architecture, transportation connectivity to every borough, infrastructure upgrades, corporate headquarters, restaurants, entertainment, cultural attractions, parks, plazas and business districts. The Association, comprised of owners and major tenants on the Avenue, acts on behalf of its membership to address issues affecting business operations and real estate values and has become a who's who of prominent community business leaders. Members have unique opportunities to learn about City initiatives and hear from government, business and cultural stakeholders on issues such as transportation, physical improvements, signage, public safety, economic growth and homelessness. For



more information or to reach the association, please visit www.lovetheavenue.com.

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Contact:
Sarah S. Berman
The Berman Group, Inc.
212.450.7300
sberman@bermgrp.com