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EMPIRE STATE BUILDING INVITES NEW YORKERS—AND THE WORLD— TO HELP SELECT OFFICIAL COLORS FOR LED TOWER LIGHTS

General Public to Cast Facebook Votes for Favorite Tower Light Colors During Weeklong Lightings

New York, NY (January 14, 2013) – Beginning tonight through January 20, the Empire State Building (ESB) will ask the general public to determine the official standard colors for its world-famous, new LED tower lights. Each night, the iconic landmark will shine each of its four sides in a different shade of the same color. Local tri-state area residents, who see ESB’s lights nightly, are invited to look up at the building and vote for their favorite shade of color via the ESB Facebook page. ESB fans around the world also have the opportunity to vote on ESB’s Facebook.

Each evening from sunset to 2 a.m., January 14-20, 2013, the North, South, East and West sides of the building will light up the New York City skyline in four shades each of red, orange, yellow, green, blue, purple and pink (in this order, one color per night). The public can view the color options at http://www.facebook.com/empirestatebuilding/app_166013376782265 and vote for their preferences. Voters are able to share their picks with friends and family via Facebook, Twitter or Pinterest, and encourage others to select ESB’s official color scheme. The final seven selected colors will be announced the week of January 21, 2013.

“Our holiday tourists have returned home, so we wanted to do something special for New Yorkers who are able to view the Empire State Building’s lights all year long,” says Anthony E. Malkin, President of Malkin Holdings which supervises the Empire State Building. “Since many people have expressed interest in requesting colors for our lights, this is their chance to get involved, helping us select the Empire State Building’s new standard LED colors for our tower.”

The Empire State Building recently unveiled its new state-of-the-art LED lighting system designed by Philips Color Kinetics. The new lighting system is unique to ESB and allows customized light capabilities from a palette of over 16 million colors in limitless combinations along with special effects such as ripples, sparkles, cross-fades and bursts.

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About the Empire State Building

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building is the “*World’s Most Famous Office Building*.” With new investments in 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. The Empire State Building Observatory is one of the world’s most beloved attractions and is the region’s #1 tourist destination. For more information on the Empire State Building, please visit www.esbnyc.com, <http://www.facebook.com/empirestatebuilding>, or [@EmpireStateBldg](https://www.instagram.com/EmpireStateBldg).