

Media Contact: Edelman Public Relations
Jessica Redling, 212-277-3773
Jessica.Redling@Edelman.com

**“MY EMPIRE STATE BUILDING” CONTEST TO RECOGNIZE PHOTO ENTHUSIASTS
FROM AROUND THE WORLD**

Empire State Building Launches Nationwide Contest to Capture Best Photos of the Global Landmark

New York, NY (August 6, 2012) – Today, the Empire State Building (ESB) kicked-off the “My Empire State Building” photo contest that welcomes photographers of all levels to submit photos of the global icon through their creative eyes and lenses.

By visiting the Empire State Building’s Facebook page (www.Facebook.com/EmpireStateBuilding), ESB fans will have the opportunity to gain international exposure by sharing their own inspirational and artistic images, as well as a chance to win \$5,000.

Photos submitted through ESB’s Facebook page between August 6, 2012, and September 30, 2012, will be considered for the World’s Most Famous Office Building’s first-ever photo contest. In addition, ESB Facebook fans will have the opportunity to help narrow down the Grand Prize and Runners-Up photo candidates.



“The Empire State Building is the beloved ancestor of every tall tower and is one of the most photographed and recognizable landmarks in the world,” said Anthony E. Malkin of the Empire State Building. “Through our social media properties, we continue to engage with our fans and followers. We see a natural opportunity to compile and honor photographs of the World’s Most Famous Office Building, taken by millions of people every year.”

The winning photographer will receive a Grand Prize of \$5,000. In addition, 51 Runners-Up will be selected. All 52 photos will have the opportunity to be unveiled as the Empire State Building’s profile picture on ESB’s Facebook. They may also be featured in the iconic landmark’s highly-trafficked Fifth Avenue lobby windows and in ESB marketing initiatives.

The Empire State Building’s first digital photo contest aims to highlight the beauty of the Building as seen through the lenses of its admirers from around the world...all with their own unique perspectives. For official contest rules and additional information about the “My Empire State Building” photo contest, visit: <http://on.fb.me/Mfu6Lg>.

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).

###