



Andrew M. Cuomo, Governor

FOR IMMEDIATE RELEASE

## **THE JAVITS CENTER POSTS “YA GOTTA BELIEVE” ON ITS GIANT DIGITAL BILLBOARD FOR METS-ROYALS WORLD SERIES**

*New Signage along 11<sup>th</sup> Avenue on Manhattan’s West Side Will Support the New York Mets During Upcoming World Series*

NEW YORK (October 27, 2015) – New York Convention Center Operating Corporation President and Chief Executive Officer Alan Steel today announced that the Javits Center has posted a blue-and-orange “Ya Gotta Believe” message on its outdoor digital billboard in support of the New York Mets during Major League Baseball’s World Series. The double-sided LED Display along 11<sup>th</sup> Avenue is located near the entrance to the Lincoln Tunnel on Manhattan’s West Side. The sign measures 640 square feet and generates an average of 86,000 impressions a day.

Game One is scheduled for tonight at approximately 8:07 PM when the Mets take on the Kansas City Royals. With the recent opening of the 7 subway station on West 34<sup>th</sup> Street near 11<sup>th</sup> Avenue, visitors to the Javits Center can now take the subway directly to Citi Field, the home of the New York Mets.

“We are happy to support the New York Mets and their quest for the greatest prize in baseball,” said Alan Steel, President and Chief Executive Officer of the New York Convention Center Operating Corporation, which operates the Javits Center. “Millions of New Yorkers will be cheering on the Mets tonight and throughout the Series, and we hope this special message will serve as a sign of support for the Amazins and their dedicated fans. Let’s go Mets!”

Known as the “Marketplace for the World,” the Javits Center was designed by I.M. Pei & Partners and opened in 1986. The iconic facility has since become New York City’s primary venue for large conventions, trade shows and special events and serves as home to many of the world’s top 250 trade shows, hosting millions of visitors a year. These large-scale events generate up to \$1.8 billion in annual economic activity for New York City and New York State, supporting as many as 17,000 jobs in and around the facility. Located on 11th Avenue between 34th and 40th sts. in Manhattan, the Javits Center has 840,000 square feet of total exhibition space, 102 meeting rooms and four banquet halls, as well as a range of technology services, including state-of-the-art WiFi capabilities.

For more information, visit [www.javitscenter.com](http://www.javitscenter.com).

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