

## Javits Center Appoints Miles Partnership as New Brand Agency of Record

*A strategic collaboration to elevate New York's iconic convention center into its  
next era of global leadership*

**NEW YORK, December 9, 2025** – Jacob K. Javits Convention Center today announced the appointment of Miles Partnership as its Brand Agency of Record, marking the beginning of a bold chapter in the Center's evolution. This decision aligns with the vision of recently appointed Chief Executive Officer Joyce Leveston, whose leadership signals a dynamic future for one of New York State's most iconic venues.

As a nationally recognized model of sustainability and innovation, Javits Center redefines what it means to be a modern meetings destination. Both organizations will work together to elevate the Javits brand to match the scale and ambition of its impact—regionally, nationally and globally.

“There is no place like Javits Center. We have earned our reputation as leaders in sustainability, security and technology - but not everyone fully comprehends what that means and how we are changing the game for our customers, our staff and our employees,” says Joyce Leveston, President & CEO of Javits Center. “Bringing on Miles Partnerships and Development Counsellors International (DCI) is the first step to changing that narrative as we approach the launch of Javits 2.0.”

With more than 3.4 million square feet of cutting-edge event space, across its six-block campus—ranging from the city-defining Crystal Palace to the one-acre rooftop farm and award-winning North Javits expansion—the Center is poised to accelerate its reputation as a platform where the future of business, culture, and sustainability is shaped.

“As we celebrate our 40th year, Javits Center is stepping into a new era of excellence,” said Joyce Leveston. “This era is one that calls for a refreshed brand to ensure the world sees Javits as the premier stage for innovation and connection. Javits 2.0 is an elevation taking us from where we were to where we are going and I couldn't be more excited.”

Miles Partnership, a leading travel and tourism consultancy, brings decades of experience helping destinations and major venues build brand relevance, strengthen market share, and deepen community impact. Development Counsellors International (DCI) will support Miles Partnership and Javits Center through strategic communications and meetings-industry media outreach aligned with this brand evolution.

“In many ways, the story of Javits *is* the story of New York—bold, resilient, and always moving forward,” said Melissa Cherry, Senior Vice President, Miles Partnership. “We are thrilled to help articulate that story on a global stage, ensuring Javits is recognized not only for the events it hosts, but for the leadership it brings to sustainability, innovation and economic development.”

This collaboration will focus on:

- **Brand Strategy & Positioning:** Defining a modern identity that reflects Javits’ role as a national benchmark for sustainable, tech-enabled venues.
- **Narrative & Story Development:** Elevating Javits’ leadership across tourism, climate action, hospitality, and community engagement.
- **Integrated Creative:** Enhancing visual, digital and experiential touchpoints aligned with Javits’ evolving brand guidelines.

Javits Center supports billions of dollars in economic activity by hosting more than 150 annual events, supporting thousands of jobs, and attracting millions of visitors to Manhattan’s West Side. The Center’s continued expanding roster of corporate events, cultural gatherings, and global summits underscores its position as a dynamic hub where ideas take shape and communities come together.

With a brand evolution underway, Javits Center will strengthen its identity as:

- A **sustainability leader**, home to one of the nation’s largest green roofs, a rooftop farm producing more than 60 varieties of crops annually, and award-winning energy programs.
- A **technology-forward venue**, with cutting-edge logistics, security systems and one of the largest Wi-Fi infrastructures in the U.S. convention landscape.
- An **innovation hub** where global world leaders connect and converge to turn groundbreaking ideas into real-world impact.
- A **community partner**, supporting New Yorkers through programs such as JavitsCares and year-round educational and nonprofit collaborations.

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#### **About Jacob K. Javits Convention Center:**

Operated by the New York Convention Center Operating Corporation (NYCCOC), a public benefit corporation, Jacob K. Javits Convention Center has played a critical role in New York’s recovery and resurgence since it opened in 1986. Located in the heart of Manhattan’s West Side, this iconic six-block-long facility is an economic driver for New York State and New York City by hosting blockbuster events of all shapes and sizes. New York is constantly evolving and so is Javits Center. It’s more than just a convention center; it has evolved into a wildlife habitat, a community partner, and a nationwide nexus where the latest ideas in business and pop culture converge under one large green roof. With a significant investment in infrastructure, Javits Center has quickly become a leader in sustainability, security and

technology, setting a new standard for convention centers across the country. Learn more about Javits Center at [www.javitscenter.com](http://www.javitscenter.com).

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**About Miles Partnership**

Miles Partnership is a strategic marketing consultancy focused exclusively on travel and tourism. The company works with more than 150 destinations, hospitality businesses and other travel industry clients worldwide to develop marketing and management strategies that amplify local experiences, boost visitation, improve community relations and increase overall economic impact. Learn more at [www.MilesPartnership.com](http://www.MilesPartnership.com).

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**About Development Counsellors International (DCI):**

Founded in 1960, [Development Counsellors International](#) (DCI) is a certified woman-owned business by the Women's Business Enterprise National Council (WBENC), specializing in destination marketing and tourism public relations. Partnering with more than 700 destinations worldwide, DCI helps position cities, regions and countries as leading places to visit through strategic storytelling, influencer engagement, and creative campaign development. The agency's work spans consumer and trade marketing, media relations, and digital strategy — driving awareness, shaping perception and inspiring travel that supports sustainable growth.

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