

## FOR IMMEDIATE RELEASE

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### ***Mower Agency Honored with the Exclusive 'New Yorker Award' for Extraordinary Endeavors in Statewide ROAM THE EMPIRE Campaign***

TROY, NY – In recognition of selfless service to New York’s tourism industry and the outstanding impact of the 2021 ‘ROAM THE EMPIRE’ cause campaign, the New York State Tourism Industry Association (NYSTIA) has awarded Mower with the first-of-its-kind “New Yorker Award.” The award serves as a special acknowledgement for Mower’s unique contribution to pandemic recovery in support of New York State’s most adversely affected industry. Mower will be honored with this recognition at the 2022 NYS Tourism Excellence Awards in New York City.

In late 2020, Mower undertook the task of creating a rallying cry that would unite not only NYSTIA membership, but the industry as a whole, and inspire the travel consumer as well. The rallying cry to ‘ROAM THE EMPIRE’ encouraged residents of the Empire State to celebrate, visit, and support New York’s destinations and attractions struggling to survive the pandemic. Mower developed the theme, created a branded logo, social media pages, a dedicated landing page, and a robust digital and media toolkit to be utilized by destination marketers of all sizes— at no charge.

The ‘ROAM THE EMPIRE’ campaign brought together over 100 statewide tourism partners within the first 90 days and caught the attention with statewide media groups which provided tens of thousands of dollars in advertising grants, earned media, and pro bono press services. The unprecedented coalition which included many non-NYSTIA members resulted in earned media attention measuring well into six figures on social media and contributed to the momentum of New York State’s pandemic recovery.

“The ‘ROAM THE EMPIRE’ campaign concept essentially evoked state pride, perhaps even an element of state-level patriotism, among New Yorkers,” says Bob Provost, President & CEO of the New York State Tourism Industry Association. “By undertaking this effort and creating a unifying campaign on a pro bono basis, Mower set the standard for other organizations to rise to, stimulating generous in-kind support from the media community. Consumers who otherwise felt powerless in the pandemic were empowered by the knowledge that they could make a difference. The overall program gave everyone an opportunity to participate and to benefit.”

“When presented with this opportunity, Mower said ‘yes’ without pause,” said Mary Gendron, senior vice president-managing director at Mower. “Mower is heavily invested in travel and tourism, serving clients throughout the state, and has a market presence in five New York locations. It was a labor of love for the team members who donated their time and talent to the cause and we are delighted with the outcome.”

### **About Mower**

[Mower](#) is a digitally integrated independent marketing, advertising and public relations agency with professional staff in New York City, Buffalo, Rochester, Albany and Syracuse, N.Y. as well as Chicago, Boston, Atlanta, Charlotte, and Cincinnati. With a speciality in travel and tourism, Mower also delivers strategic insights and counsel, digital solutions, smart creative and award-winning results to clients in a wide range of industries and service sectors. It has earned top industry accolades from Clio, Cannes and ANA B2 awards and is the only full-service agency ranked in Ad Age, B2B Marketing, PRWeek and Chief Marketer. Mower is part of two global agency networks—[thenetworkone](#) and [JPREX](#)—as well as the [4A's](#).

### **About New York State Tourism Industry Association:**

The New York State Tourism Industry Association (NYSTIA) advances economic growth, job creation, community revitalization, quality of life and pride of place by realizing the potential of New York State's tourism industry and facilitating the success of its members. We serve New York State's tourism industry through collaborative initiatives, research, legislative awareness, and exceptional marketing. [www.nystia.org](http://www.nystia.org)