

FOR IMMEDIATE RELEASE

Grand Opening of RiseNY, New York's Newest Attraction Pairing a Soaring Ride that Takes Visitors on a Breathtaking Aerial Tour of the Big Apple, Combined with Engaging Museum Exhibit Galleries that Tell NYC's Story

Experience Will Uplift and Connect People to NYC's Most Famous Sites and Moments

RiseNY Features an Immersive Film by Award-winning Documentarian Ric Burns and Narrated by Famed Actor Jeff Goldblum

Galleries Curated in Partnership with Beloved Cultural Institutions

New York, NY, March 2, 2022 – **RiseNY**, a one-of-a-kind new attraction in the heart of NYC featuring a soaring ride that allows visitors to experience the Big Apple from a bird's-eye view, paired with museum exhibit galleries saluting iconic aspects of the city, officially opens today with a star-studded celebration. A uniquely immersive, exhilarating and entertaining experience, RiseNY (160 West 45th Street) is a heartfelt and awe-inspiring tribute to the Big Apple. RiseNY is now fully open following a limited-capacity preview period.

RiseNY's centerpiece is a world-class, state-of-the-art, multi-sensory flying theater that takes riders of all ages on a thrilling sky-high tour of the Big Apple. Once on board and lifted 30 feet into the air, guests hang suspended, their feet dangling as they are whisked away on a sweeping journey over and through NYC's unmatched skyline, landmarks and world-famous events while inside a 180-degree, 40-foot projection dome featuring 8K aerial footage that simulates the sensation of flight.

NYC and the northeast's first-ever flying theater is a magnificent, must-experience 46-seat ride that will have visitors soaring to New (York) heights. Full motion seats dip, turn and soar, while wind, mist and scents enhance the experience. A soundtrack featuring Taylor Swift's "Welcome to New York" and Frank Sinatra's "Theme From New York" will further evoke and capture the quintessential spirit and energy of the Big Apple.

RiseNY is created and produced by Running Subway – a New York-based entertainment production company – in partnership with several world-class cultural institutions, Broadway shows and individuals that serve as co-curators of their respective exhibit galleries. They include the Rock & Roll Hall of Fame, Museum of American Finance, Museum of Broadcast Communications & Radio Hall of Fame, The Museum at FIT, Skyscraper Museum, Tribeca Festival, and David Bushman, former head curator at The Paley Center. RiseNY will donate a portion of proceeds from ticket sales to each of the partner institutions.

"We are excited to officially open RiseNY and welcome New Yorkers and tourists alike to experience the Big Apple in a new way," said James Sanna, President and CEO of Running Subway. "RiseNY will help remind New Yorkers why they love NYC, and will, hopefully, delight, and inspire all visitors as they journey through some of the city's most iconic sites and moments. We are proud to partner with world-class museums, award-winning filmmakers and respected artists to celebrate our culturally rich, vibrant and resilient city."

RiseNY is a three-part journey that begins in a re-creation of the city's first subway station where visitors enjoy an immersive film about NYC's global impact by award-winning documentarians Ric Burns and James Sanders, and narrated by famed actor Jeff Goldblum. As the film ends, a present-day subway car virtually transports guests to the galleries, which showcase the pop-culture evolution of NYC and its indelible impact not only on the city, but the world.

Each of the seven distinctly themed galleries – **Finance, Skyline, TV/Radio, Fashion, Music, Broadway** and **Film** – highlight “tipping points” – the historical events, inventions, and people that helped those industries rise along with the global prominence of New York City. The galleries also boast audio guides recorded by experts from each of the respective cultural partners, as well as NYC flyover maps that illustrate places of note to visit in the city.

Gallery highlights include Madonna's hand-painted Keith Haring jacket, Bruce Springsteen's guitar used to write “Born to Run,” Ringo Starr's Beatles' 1964 U.S. Tour drumhead, a Cab Calloway-worn suit, and Bob Dylan's guitar gifted by John Lennon. Also on display are the Notorious B.I.G.'s worn tracksuit, Cardi B's bodysuit, The Village People full costumes, Public Enemy's “M.P.E” handwritten lyrics and Chuck D's fitted “Pirates” cap.

Visitors can also make themselves right at home in a black and white re-creation of “The Honeymooners” kitchen and pretend interview friends and family from behind the desk on a late night talk show set. Also on display are set-worn costumes from some of TV's most iconic shows, including “Seinfeld,” and a talking Oscar the Grouch puppet (courtesy of Sesame Street) that springs out of its trash can. Additional highlights include a collection of classic radios through the years along with audio of the most seminal moments in NYC radio history, as well as wall-to-wall reels of iconic New York City movies.

Also taking center stage are Beyonce's Bill Blass-designed gown and costumes from Broadway blockbusters “Hamilton,” “Aladdin,” “The Phantom of the Opera” and “The Lion King.” Among other highlights are an Alexander Hamilton statue commissioned by his son and a Hamilton signed check, a replica of the New York Stock Exchange Bell to ring, models of NYC's most famous skyscrapers, and a catwalk of dresses that chronicle NYC fashion from the 1880s through the present day. There's also a re-creation of the Statue of Liberty Torch on RiseNY's marquee where visitors can take their #Torchie.

RiseNY culminates with the sensational soaring ride where visitors experience NYC like never before.

“Music connects us. It has had a massive influence on the culture and energy of New York City,” said Greg Harris, President and CEO, Rock & Roll Hall of Fame. “As a curatorial partner on the RiseNY Music Gallery, we are excited to share some of our Inductee stories and iconic artifacts with the people of NYC and visitors from around the world.”

“We are thrilled to be a curatorial partner on the RiseNY Finance Gallery and to bring some of our favorite objects to a wider audience in Times Square,” said David Cowen, President and CEO, Museum of American Finance. “Finance is a critical component of New York City's development, and it is exciting to showcase its role in the city's history in this fun way.”

“It’s an honor to be a part of such a wonderful collaborative of museums and institutions that add up to this unique and special experience offered nowhere else than, of course, New York City,” said Jim Carlton, Interim Executive Director, The Museum of Broadcast Communications. “New York played a pivotal role in Radio’s history and radio in turn would grow and evolve as New York grew and evolved - broadcasting news and entertainment to the world with the energy and excitement of Times Square.”

“We are delighted to contribute our curatorial expertise to the Fashion gallery,” said Dr. Valerie Steele, Director and Chief Curator of The Museum at FIT. “New York City has long been the fashion capital of the U.S., and today many styles that originate here are adopted around the world.”

“Skyscrapers define New York City in the thrilling experience of the skyline and the concentrated energy of Manhattan’s streets,” said Carol Willis, Founding Director of The Skyscraper Museum. “The Museum is delighted to partner with RiseNY to focus attention on our great landmark towers and explain their history.”

“As one of the world’s most iconic cities, it’s no surprise that New York has left such an indelible mark on film,” said Cara Cusumano, Tribeca Festival Director & VP Programming. “At Tribeca, we’re honored to take part in this celebration of what makes New York so special and unique.”

“I’m thrilled and honored to be part of this exciting tribute to New York City,” said David Bushman, former head curator, The Paley Center. “No city played a more important role in the development of TV than New York during the medium’s early years, and on on-screen, New York has been represented so much and in such compelling ways over the last nine decades that it has itself emerged as one of the greatest characters in the history of the medium.”

RiseNY is made possible with the continued collaboration and support of the partner cultural institutions as well as flying theater manufacturer Brogent Technologies, Ric Burns’ Steeplechase Films, real estate developer Bow Tie Partners, event ticketing partner ShowClix, JRM Construction Management, and Gotta Have It Collectibles.

Editor’s Note: For high res images and b-roll, visit <https://rubenstein.filegenius.com/downloadPublic/2vydvot8ffkpc23>

Museum Hours and Admission

RiseNY will be open every day except Tuesdays. Hours are from 10 a.m. - 8 p.m. on Sundays, Mondays, Wednesdays and Thursdays, and from 10 a.m. - 10 p.m. on Fridays and Saturdays. Last tickets are sold 60 minutes prior to closing.

Tickets for RiseNY start at \$24.00. Special prices are also available for children (under 12 years of age), seniors (65+), students (with student ID) and veterans and acting members of the military. Special savings for groups of 10 or more with advanced reservations.

For individual tickets and venue hours, go to the [RiseNY website](#) or visit the RiseNY box office.

For more information about RiseNY, visit www.riseny.co or follow on social media at:

www.instagram.com/risenyofficial, www.facebook.com/risenyofficial,
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About RiseNY

RiseNY (160 West 45th Street) is a first-of-its-kind attraction designed to connect audiences to New York City through an incredible journey. Guests will experience how NYC became the city it is known as today through immersive films, museum-style galleries, and culminates with a spectacular soaring ride. For more information about RiseNY, visit www.riseny.co.

About Running Subway

Running Subway is a New York-based entertainment production company that has produced a multitude of successful exhibitions and theatrical productions including Van Gogh: The Immersive Experience, King Tut, Pompeii, The Dead Sea Scrolls, Harry Potter, and The Art of the Brick. Running Subway is also responsible for the highly successful Broadway and touring production of How the Grinch Stole Christmas! The Musical as well as Judy Garland in Concert and Sinatra at the London Palladium. For more information about Running Subway, visit runningsubway.com.