



New York City and Columbia Pictures Announce 'Spider-Man Week in NYC'

Hometown Hero Returns for Five-Borough Celebration

NEW YORK, April 3---The City of New York and Columbia Pictures announced today that the week of April 30 through May 6 will be "Spider-Man Week In NYC." A variety of festivities are planned for all five boroughs, involving New York City landmarks such as the Central Park and Bronx Zoos, the American Museum of Natural History and the Apollo Theater. A highlight of the week will be the Tribeca Film Festival's premiere of Spider-Man 3 in Queens, Peter Parker's hometown, with additional screenings in all boroughs.

"Movies like Spider-Man 3 generate a lot of interest and excitement in the city, and events like Spider-Man Week are a great way to give all New Yorkers and visitors a chance to join in the festivities," Mayor Michael R. Bloomberg said. "Cultural, charitable and educational events in every borough will also be a lot of fun for fans of all ages. Just as important, it provides our shops, restaurants and cultural organizations the opportunity to benefit from a weeklong celebration which is sure to attract residents and tourists alike."

New York City's very own Peter Parker (Tobey Maguire) will return home later this month after a seven-city international tour that launches in Japan on April 16. Keeping with the spirit of his comic book origins, Spider-Man Week in NYC includes themed events, talent appearances and giveaways in all five boroughs. Details of the Tribeca Film Festival premiere and screenings of Spider-Man 3 will be announced on Wednesday. Spider-Man 3 opens worldwide on May 4.

"Because New York City is Spider-Man's hometown, we wanted to find a way to make the launch of the summer movie-going season and Spider-Man 3 really special for the city and its people," said Jeff Blake, Vice Chairman of Sony Pictures Entertainment.

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The studio's Columbia Pictures is releasing Spider-Man 3 in theaters worldwide on May 4. "We're so excited about the range of events that celebrate so much of what this city has to offer. We want residents, businesses and visitors in every borough to enjoy Spider-Man's homecoming in a very special way."

Spider-Man Week in NYC is the result of a partnership between Columbia Pictures and NYC & Company, the City's tourism, marketing and events organization. The week kicks off Monday, April 30, with a cast appearance and street festival in the Today plaza in Rockefeller Center. The week continues with Spider-Man-themed programs offered through partnerships with the Tribeca Film Festival, and dozens of the city's cultural institutions and tourist attractions, including a special volunteer day for children through the Little Apple Heroes program (<http://www.littleappleheroes.com>), "spidery" tales for kids at the Brooklyn Children's Museum, "Spidey Chats" at the Central Park and Bronx Zoos, Green Goblin mask-making at the Children's Museum of Manhattan and a spider exhibit at the American Museum of Natural History. Original Spider-Man comic books will be on display at the New York Public Library, and the Apollo Theater in Harlem will host the closing day celebration with performances of Spider-Man inspired raps.

Spider-Man Week in NYC is one of the first integrated, citywide initiatives spearheaded by NYC & Company, the official marketing and tourism arm of the City of New York. "We are pleased to join forces with Columbia Pictures to coordinate and promote this large-scale event, which will benefit families, businesses and everyone who participates. We are also thrilled to be working on the U.S. premiere with the Tribeca Film Festival, which contributes so much to the cultural and economic life of our great city," said NYC & Company CEO George Fertitta. "This is the kind of creative alliance we hope to do more of in the future."

For a complete Spider-Man Week in NYC calendar of events, go to <http://www.spider-manweeknyc.com>

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