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PRESS RELEASE #124

**THE NEW YORKER HOTEL REDUCES USE OF ENERGY
FOR HEATING & AIR CONDITIONING BY 30% - 40%**

\$70 Million Renovation Enhances Hotel Quality & Efficiency; Decreases Carbon Emissions

NEW YORK, NY – As a result of its \$70 million renovation, the historic New Yorker Hotel (<http://www.NewYorkerHotel.com>), located in the heart of New York City, will decrease its use of energy for heating and air conditioning by 30% - 40%, effectively reducing the hotel's carbon footprint. Furthermore, the new air-conditioning system will exceed ASHRAE Standard 90.1, an internationally-recognized energy conservation standard related to HVAC systems (ASHRAE is the American Society of Heating, Refrigerating and Air-Conditioning Engineers).

The \$70 million renovation was carefully designed to recapture the style and character of The New Yorker Hotel – still one of the largest art deco structures in New York City – while adding significant modernization that includes the installation of a new state-of-the-art, four-pipe HVAC system to allow control of heating and cooling by individual guests throughout the year. “We’re pleased that our renovations will have this type of impact on the environment,” said Thomas McCaffrey, director of sales and marketing for The New Yorker Hotel. “The added benefit is that our many environmentally friendly attributes save us money and we can pass these savings onto our guests,” he added.

“The New Yorker’s age and size would lead one to believe that we are behind the times environmentally but that couldn’t be further from the truth,” noted Joe Kinney, the hotel’s chief engineer. “Our masonry façade is naturally very energy efficient. Its R (insulation) value is

quite high, equivalent to about nine inches of fiberglass insulation, and it provides an ancient form of climate control by absorbing heat during the daytime and radiating it into the building at night,” he added.

In addition to its naturally environmentally-friendly masonry, The New Yorker Hotel has engineered itself to be ‘green,’ down to the most basic elements.

Nine years ago, The New Yorker Hotel became one of the first buildings in New York City to implement co-generation technology. This means that the hotel generates about 40% of the electrical power it consumes in-house, and the waste heat from the generators is used to produce the hotel’s hot water.

On a smaller, but very impactful scale, the hotel has virtually eliminated incandescent lighting, allowing it to use about one-half of the kWh (kilowatt hour) per square foot of energy that is expected for a building of its size, even during the days when it utilized window air conditioning units. The hotel recycles all of its fluorescent bulbs and also takes great care to dispose of its kitchen grease properly.

McCaffrey commented, “We’re using energy more efficiently, meeting and exceeding environmental guidelines, and we’re saving money.”

The New Yorker Hotel

Conveniently located at 34th Street and Eighth Avenue in Manhattan, across from Madison Square Garden, The New Yorker Hotel is one of the largest art deco buildings in New York City.

Well-suited for groups, business and leisure travelers as well as anyone seeking a great value and an unrivaled location in Manhattan, The New Yorker Hotel features 912 guest rooms (several with terraces and all offering spectacular views), 25,000 square feet of meeting space (two stately ballrooms and 12 meeting and conference rooms), an award-winning catering department, the 24-hour Tick Tock Diner and Cooper’s Tavern, a complimentary Fitness Center, and a fully-equipped Business Center.

For story ideas and other press-related material, check out The New Yorker Hotel’s online press room <http://www.NewYorkerHotel.com/pressroom.html>. For a full selection of photos, visit <http://www.ktcpr.com/hosted/TheNewYorkerHotelPhotos.zip>

For more information about The New Yorker Hotel, contact toll-free in the U.S. and Canada 866-800-3088 or visit <http://www.NewYorkerHotel.com>.

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