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## **CIRCLE LINE SIGHTSEEING CRUISES LAUNCHES “NEW YORKERS FOR NEW YORK” CRUISES**

**Local Residents Offered Weekly Happy-Hour ‘Cruises  
for a Cause’ to Benefit Food Bank For New York City**

***Cruises Set Sail Every Wednesday This Summer Beginning June 18***

***Ticket Price of \$27 Includes Complimentary Cocktail and  
\$5 Donation to Food Bank For New York City***

**NEW YORK (June 11, 2008)** – Circle Line Sightseeing Cruises operates America’s most famous boat ride tour of New York City. For more than 63 years, millions of tourists have enjoyed New York City’s liquid border. Now, New Yorkers have their very own venue to do the same. “New Yorkers for New York” opts for a happy hour setting, allowing tri-state area residents to enjoy their city with their neighbors. This weekly hip new trip is designed for locals, with a hometown cause and a bit of “spirit,” with two bars serving up cool summer cocktails.

Boarding Wednesdays at 5:30 p.m. and sailing from 6:00 – 8:00 p.m., June 18 through August 27, for \$27, the “New Yorkers for New York Cruises” will provide tri-state residents with a nautical opportunity to reintroduce themselves to the sights, sounds and people of the Big Apple.

Each cruise will feature two bars and rollicking party music. The \$27 ticket price includes one complimentary cocktail or other beverage choice, and a \$5 donation to Food Bank For New York City.

“While many flock to weekend summer homes and beach vacation destinations to get close to the water, we feel there are many who will relish the opportunity to enjoy a weekly, floating happy hour, close to home, with the NYC skyline as a backdrop,” says Circle Line Sightseeing Cruises vice president and general manager Andreas Sappok. New Yorkers deserve a relaxing, waterside venue that’s a value. These cruises are it. As an added bonus, New Yorkers will have the opportunity to benefit a local cause, Food Bank For New York City.”

The Food Bank For New York City procures and distributes food through more than 1,000 emergency and community food programs, assisting the approximately 1.3 million New Yorkers who access emergency food.

**Tickets for “New Yorkers for New York” cruises may be purchased at the Pier 83 box office, by visiting [www.CircleLine42.com](http://www.CircleLine42.com) or calling 212-563-3200.**

As part of an eventful 2008 season, Circle Line Sightseeing Cruises will celebrate another red letter day when it introduces the first ever new vessel to its historic 63-year-old fleet. To welcome the new vessel, Circle Line Sightseeing Cruises is planning a christening ceremony on September 17 that will feature celebrities from across the New York social, business and entertainment scene.

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#### **About Circle Line Sightseeing Cruises**

*Sailing since 1945, Circle Line Sightseeing Cruises has hosted more than 60 million passengers in New York City. Owned and operated by New York Cruise Lines, Inc., Circle Line Sightseeing Cruises is New York’s oldest and largest provider of scheduled and chartered sightseeing and special function cruises. Residents and tourists can choose from five different leisurely tours including a three-hour Full Island Cruise, a two-hour Semi-Circle Cruise, 75-minute Liberty Cruise, two-hour twilight Harbor Lights Cruise or a 30-minute thriller boat ride aboard The Beast, coupled with convenient schedules to accommodate guests needs, state-of-the-art vessels, first class service and attentive crews. Cruises are not only designed to provide the best viewing opportunities, but to also be informative, comfortable and entertaining as well. Today, the company is recognized as one of the most famous boat rides in the entire world and is one of the oldest 42nd Street landmarks.*

*Circle Line Sightseeing Cruises is not affiliated with Circle Line Downtown.*

#### **Food Bank For New York City**

*Food Bank For New York City recognizes 25 years as the city’s major provider of food to New Yorkers in need. The organization works to end hunger and increase access to affordable, nutritious food for low-income New Yorkers through a range of programs and services that focus on food procurement and distribution, education, nutrition, financial empowerment, research and policy.*

*The Food Bank For New York City procures and distributes food through more than 1,000 emergency and community food programs, assisting the approximately 1.3 million New Yorkers who access emergency food. The organization provides food safety, networking and capacity-building workshops; manages nutrition education programs for schools, after-school and emergency food programs; operates food stamp outreach and education programs; operates senior programs, a soup kitchen, and food pantry; coordinates the largest Earned Income Tax Credit (EITC) program in the country; and conducts research and develops policy to inform community and government efforts to end hunger throughout the five boroughs.*

*The Food Bank has been given the top four-star rating for excellence and efficiency in the successful management of organizational finances for the third year in a row from Charity Navigator, the nation’s largest independent charity evaluator. For every dollar donated to the Food Bank, 96 cents goes toward food acquisition, distribution and programs. For additional information, go to [www.foodbanknyc.org](http://www.foodbanknyc.org)*