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DISCOVER ALBANY REVEALS NEW COVER DESIGN, ILLUSTRATED MAP FOR 2020 VISITORS GUIDE

Delaney: "Albany County is becoming a colorful destination for visitors... providing a vibrant visual experience for its residents."

ALBANY, N.Y. (Jan. 7, 2020) – Discover Albany, in collaboration with the Albany Center Gallery ("ACG"), has revealed the new cover design for the 2020 Discover Albany Visitors Guide and a rendered bird's eye map of Downtown Albany (to be featured inside the guide) as part of Artful Albany.

Downtown Albany has seen a boon of public art in recent years, inclusive of the Capital Walls initiative (spearheaded by ACG, the Albany Parking Authority, and the Albany Barn) and 'Downtown is Pawsome' sculptures. These projects have captivated both residents and visitors – all in the spirit of Artful Albany.

With this in mind, the 2020 Discover Albany Visitors Guide features an illustrated cover by artist Cara Hanley. Hanley was also responsible for rendering the bird's eye map illustration of Downtown Albany, which can be found within the guide.

"This past year art has truly blossomed here in Albany County, especially in downtown with the many additions to the #CapitalWalls murals project, which inspired the theme for the 2020 Discover Albany Visitors Guide. From the 'Downtown is Pawsome' project to 'Art on the Rail Trail (ART)' located along the Albany County Helderberg-Hudson Rail Trail, Albany County is becoming a colorful destination for visitors while providing a vibrant visual experience for its residents. We wanted to showcase these works with an inside look at all that Albany County has to offer art lovers, as well as feature an amazing illustrated cover and a rendering of a map of downtown done by artist Cara Hanley," said Jill Delaney, president and CEO, Discover Albany.

"We are excited to partner with Discover Albany and Cara as we continue to find ways of connecting artists with the community and artists with opportunities. By supporting creatives and letting them add their vision and voice, it truly shows how art can make a difference. We are fortunate to live in a region that supports creativity, that artists call their home, and to partner with so many organizations that help bring these projects to life," said Tony Iadicicco, executive director, Albany Center Gallery.

"A county is so much more than just its infrastructure – it's the people, art and culture that make it truly unique, that boost tourism and attract new residents," said Albany County Executive Daniel P. McCoy. "It only takes a walk downtown or along the Rail Trail to see one-of-a-kind artwork, and I commend Discover Albany for the 2020 Visitors Guide and its tremendous work in showcasing all that Albany County has to offer throughout the year."



"We are very excited that a variety of new public art created throughout Downtown Albany will be featured in this year's 2020 Discover Albany Visitors Guide," said Albany Mayor Kathy M. Sheehan. "Thank you to Discover Albany and artist Cara Hanley for highlighting the vibrant, ongoing transformation currently underway in New York's Capital City for both visitors and residents alike."

"There is no downplaying the impact that art has on the community, resulting in increased vibrancy, cultural identity, and social cohesion," said Georgette Steffens, executive director of the Downtown Albany Business Improvement District. "That Discover Albany's new Visitor Guide highlights a local artist serves as a reminder of how art can draw us in, bring us together, and reframe how people think about our Capital City, all critical components as we attract people to live, work, and recreate in Downtown and beyond."

"I commend Discover Albany and the Albany Center Gallery for the work they have done to foster Albany's rich cultural landscape. I am excited to see how this collaboration further reflects everything Albany has to offer.," said Senator Neil D. Breslin.

"Discover Albany has been a major driver in helping to create a 'brand' for Albany and the greater Capital Region – and in driving visitors and residents alike to Downtown Albany, Lark Street, and more," said Assemblymember Patricia A. Fahy. "Interactive and helpful materials such as Discover Albany's Visitors Guide and map contribute to a more positive and connected experience for tourists and visitors when here in Albany and the greater Capital Region, and encourages them to return in the future. I commend Discover Albany's work in ensuring that Albany County sees its share of success from New York State's record number of tourists last year, and especially acknowledge local Albany artist Cara Hanley, along with Albany Center Galleries, for designing this year's Visitor Guide's cover and map."

"A thriving local arts and cultural scene are essential to the visitor experience and key drivers of economic growth. This year's Visitors Guide brings this fresh perspective to a long-trusted means for discovering the region's assets and authentic experiences, serving as a unique wayfinding tool as new visitors, employees and residents converge on downtown where more than \$250 million of investment is under way," said Capitalize Albany Corporation president Sarah Reginelli.

"I was so excited when Discover Albany and the Albany Center Gallery approached me about painting a cover design and watercolor map for their annual visitors' guide. As an Albany native who is still enamored with our city, I'm honored whenever I am given an opportunity to depict it through my artwork. By using watercolor, I can give architecture and urban mapping a whimsical feel. I wanted to evoke a sense of wonder in the viewer," said artist Cara Hanley.

The 2020 Visitors Guides can be found at the Discover Albany Visitors Center, Albany International Airport, the Albany-Rensselaer Rail Station, and many hotels, tourism destinations, and places of interest across Albany County and the greater Capital Region.

For more information about Discover Albany, visit albany.org.

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About Discover Albany. *The Albany County Convention & Visitors Bureau, Inc. was established in 1976 to promote the civic and commercial progress of the community through increased development of conventions and tourism. Today, the organization is known as Discover Albany. Discover Albany currently represents more than 300 member businesses and assists each year in hundreds of regional meetings. Discover Albany also operates the Discover Albany Visitors Center, Henry Hudson Planetarium, and the Albany International Airport Information Center. The Albany County Convention and Visitors Bureau Foundation was established in 1993 to provide educational opportunities and work with other organizations to secure grants and funding to advance regional travel and tourism projects. For more information, call 518-434-1217 or 800-258-3582 or visit www.albany.org.*

