



Sabrina Flores
Communications
Discover Albany
sabrina@relentlessaware.com
914.619.0312

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#518TULIPTRACKER RETURNS FOR 2021 VIRTUAL TULIP FESTIVAL, SELF-GUIDED TULIP & GARDEN TOUR LAUNCHED

ALBANY, N.Y. (May 4, 2021) – Discover Albany, the City of Albany’s Office of Cultural Affairs, Citizens Bank and the City of Albany Department of General Services, have collaborated to bring the #518TulipTracker back to the Capital Region. The Tulip Festival will not draw crowds for the second year in a row. However, the #518TulipTracker, the self-guided Tulip & Garden driving tours, and even an interview with the 50th Anniversary Tulip Queen all aim to bring the Tulip Fest to life online.

The City of Albany's Virtual Tulip Festival will be held throughout the month of May. Using the hashtag #518TulipTracker, new blooming flowers will be featured across the city for “Tulip Tuesdays” over the next few weeks. Viewers can enjoy the self-guided Tulip & Garden driving tour available on Discover Albany’s website. The tour includes flowers at nearly 40 historic and heritage sites, attractions, and parks. Viewers are encouraged to share their own photos on social media using the hashtag as well.

Released today and available on the Discover Albany app is the #518TulipTracker scavenger hunt. The scavenger hunt gives 10 fill in the blank clues and sends participants through downtown Albany to track down the answers at landmarks, parks and heritage sites. Those who finish 7 of the 10 clues will be entered to win a prize. To participate download the Discover Albany app, tap the “Fun Trails & Tours” link in the bottom navigation, create a login, visit each of the addresses and fill in the blanks in each clue. Then simply “check-in” and type your answers in each box.

Discover Albany has released a Q&A with 50th Anniversary Tulip Queen Katie O'Malley Maloney. The interview, along with an exploration in 1950s Tulip Queen Fashion with the Albany Institute of History & Art, are available at albany.org.

“We are happy to once again partner with these organizations to bring Tulip Festival to life in a safe and engaging way,” said Jill Delaney, president and CEO of Discover Albany. “We are all eager to get back to in person festivals, but the success of the #518TulipTracker has given us a new avenue to engage those both near and far in this signature event, so I expect this won’t be the last year we implement this virtual piece of the program.”

Tulip Festival is a 72-year-old Albany tradition held every spring at Washington Park. Its origins date back to July 1, 1948 when Mayor Erastus Corning II passed a city ordinance declaring the tulip as Albany's official flower. In the spring of 1948, Albany officials asked Queen Wilhelmina of Holland to designate a variety of tulip to be Albany’s official flower. She chose the ‘Orange Wonder,’ a Mendel strain of tulip, now



also known as the “The Tulip of Albany.” Shortly after, the Albany Common Council enacted an ordinance establishing a tulip celebration in the City and the first Tulip Festival was held in May 1949.

For more information about Discover Albany and to view Virtual Tulip Fest content, please 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 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.

