



IN NEW YORK MAGAZINE
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SIX NYC INTERNET TRAVEL PROGRAMS SCHEDULED

New York (February 2010): Trisha McMahon, Executive Producer of the Web-based *SPOTLIGHT ON NEW YORK CITY* program has recently announced the shoot schedule for the hugely successful NYC Internet travel show.

Launched in 2008, MVP/NY hottest online venture picks up where the publisher's travel magazine editions leave off. "MVP/NY has always been committed to providing the best print and online information and now we've taken it to the next level, says McMahon. This 10-minute Internet travel program, shot in a 'you are here' format, profiles some of the best attractions, restaurants, cultural venues, stores and more. "*Spotlight on New York City* is yet another way MVP/NY helps promote one of the greatest cities in the world," offers McMahon.

Recently, the first of the six 'Webisodes' slated for 2010 was shot, in which DEVA SPA, BICE RISTORANTE and THE ROSS ART GROUP were featured. "That Webisode (#12) will hit the Internet on or before mid-March," says McMahon.

Hosted by Broadway's Monica McCarthy and filmed by award-winning videographer/editor Carl Power, *SPOTLIGHT ON NEW YORK CITY* is iPhone-compatible and streamed from www.mvpny.net, as well as most major video portals, including YouTube, Google Video, Facebook, AOL Video and several others.

Five additional Internet programs are expected to be shot in 2010 and are scheduled to go live on the Internet the first week of May, July, September, November and January, 2011.

To view MVP/NY's Webisode archives featuring such amazing venues as Radio City Music Hall, The Empire State Building, Madame Tussauds, Tiffany & Co. and The American Museum of Natural History, click on the "videos" tab on www.mvpny.net.

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About MVP/NY

Morris Visitor Publications New York (MVP/NY) is a division of Morris Communications Company. MVP/NY's market-leading visitor publications include *IN New York* and *Where® New York* magazines, *QG: New York City's QuickGuide*, *Where GuestBook® New York* and *IN New York Map*. Reaching every segment of the visitor market—from leisure and family to business and luxury travel—MVP/NY products appear at more than 300 of New York's most distinguished hotels, visitor centers and high-traffic attractions, private clubs, airports, on New

York Water Taxi boats, Amtrak trains and Acela VIP lounges and in upscale corporate housing, generating an annual readership in excess of 34 million. For more information, log on to www.mvpny.net and www.innewyork.com.