



## **FOR IMMEDIATE RELEASE**

### **THE BEST OF THE BIG APPLE IS ON VOYAGE.TV**

**NEW YORK (November 18, 2009)**—Voyage.tv launches their slate of New York City programming today. Filmed in stunning HD, the programs offer a backstage pass to the Big Apple and all it has to offer travelers with discerning tastes.

Highlights include an insider's tour of the singular Museum of Arts and Design in Columbus Circle; interviews with influential restaurateurs at celeb-haunt Hotel Griffou; a lesson in the health benefits of grapes and wine (yes, they really do exist!) at Caudalie Vinotherapie Spa at the Plaza Hotel; and a trip to the Union Square Greenmarket with Slow Food advocate Galen Zamorra, also owner of top restaurant Mas (Farmhouse).

Complementing Voyage.tv's exciting coverage of New York City's top nightlife, dining and cultural destinations is a select video portfolio of twelve (and counting) leading Manhattan hotels. These objective and engaging profiles capture everything from the guest rooms at the Waldorf=Astoria to the trendy lounges at the W Union Square to the renowned Country restaurant at the Carlton.

The Voyage.tv New York City programs are available online ([www.voyage.tv](http://www.voyage.tv)) and in over 20 million homes via free Video-on-Demand. New York City is the fifth destination launched since April 15, 2009, preceded most recently by Bermuda and Las Vegas. Each program cycle combines rich editorial content with the visual intensity of television and interactivity of the Web. Voyage.tv video crews traverse the globe to capture the insider's perspective of each destination in vivid High Definition. Their videos speak to the lifestyle of their audience.

#### **About Voyage:**

Headquartered in New York City, Voyage.tv is backed by leading venture capital firm Syncom, and La Macchia Enterprises. Voyage.tv can be found at [www.voyage.tv](http://www.voyage.tv) and via Cablevision iO TV® digital television (channel 608) and Mag Rack Entertainment.