



MTA Press Releases

[Select Language](#) | ▼

Press Release

September 26, 2012

[Metro-North](#)

IMMEDIATE

MTA Metro-North Railroad Announces New Partners for Grand Central Centennial Celebrations

NEW YORK CITY – September 25, 2012 –Three new partners for Grand Central Terminal's (GCT) Centennial celebration are being announced today. The new Westin New York Grand Central Hotel, global commercial real estate services firm CBRE, Inc., and iconic New York-based food brand Carvel Corporation have signed on as preparations continue for the Terminal's 100th birthday on February 1, 2013.

"We are truly pleased that major companies like Westin, CBRE and Carvel are supporting Grand Central's special year," said Metro-North Railroad President Howard Permut. "The diversity of these very different partners proves once again that the Terminal is an important part of so many aspects of New York City life. We look forward to additional partner announcements in the coming months as plans for the Centennial continue to come into focus."

Opening next month after a \$65 million transformation, The Westin New York Grand Central will feature 774 guestrooms with Westin's signature amenities, as well as designs inspired by nature, a restaurant from leading nightlife operator Gerber Group called THE LCL: bar & kitchen, nyc, and 12,000 square feet of event space including sweeping views of Manhattan. The Westin New York Grand Central is owned by Host Hotels & Resorts, Inc. —an S&P 500 and Fortune 500 company, and one of the largest owners of luxury and upper-upscale hotels—and managed by Starwood Hotels & Resorts Worldwide, Inc., one of the leading hotel and leisure companies in the world with 1,112 properties in nearly 100 countries, and 154,000 employees at its owned and managed properties.

"We are thrilled to partner with MTA Metro-North Railroad for its milestone celebration of GCT," said Kristin Hankins, Director of Sales and Marketing for Westin New York Grand Central, which has become a Jubilee Partner for the Centennial. "Grand Central is a quintessential New York landmark and a major transportation hub in the city. The Centennial is a perfect event to launch the Westin New York Grand Central to the world. We offer convenient access to the Terminal and other major New York City attractions while providing a premium Westin guest experience."

CBRE, a Fortune 500 and S&P 500 company, is the world's largest commercial real estate services firm. The company serves real estate owners, investors and occupiers through more than 300 offices worldwide. With over 1,000 employees in New York City, CBRE is widely regarded for delivering comprehensive, innovative real estate solutions to an array of local and global clients. The market leader in commercial real estate for several decades, CBRE has been at the forefront of the transformation of New York City—from Times Square and the West Side to Lower Manhattan.

"Grand Central Terminal is the heart of so much of New York City's energy and character, and a celebration of Grand Central is really a celebration of New York itself," said Matt Van Buren, president of CBRE's New York Tri-State Region, which signed on as a Supporting Centennial Partner. "With CBRE's New York headquarters at 200 Park Avenue, Grand Central is a daily part of life for our employees and clients alike. We're proud to be part of an exceptional year celebrating this icon."

The nation's first retail ice cream franchise, Carvel is the leading manufacturer of ice cream cakes and a leading provider of premium soft serve and hand-dipped ice cream products. Since the company's founding in New York in 1934, Carvel has become one of the most recognized names in its industry, boasting 450 franchised and foodservice locations. Often referred to as the "father of franchising," founder Tom Carvel was a pioneer for today's ice cream and franchise industries, developing equipment, perfecting manufacturing processes, and creating innovative marketing tools.

"There are few buildings in New York as iconic as Grand Central Terminal and we are honored to be a part of its 100th birthday. After all, what birthday celebration would be complete without Carvel?" said Gary Bales, President of Carvel, which joins as a Supporting Centennial Sponsor. "We couldn't be prouder of our New York heritage and look forward to marking this important milestone with the people who travel through Grand Central that day, and every day."

These three new partnership agreements were arranged and managed by Premier Partnerships, the official sponsorship agency for the Grand Central Terminal Centennial. Earlier this year, WABC-TV and The New York Times were announced as media partners for the Centennial.

Starting with a kick-off event on February 1, 2013, Grand Central will celebrate its 100th anniversary with events and activities planned throughout year. Find more details at the MTA Centennial site.

ABOUT GRAND CENTRAL

MTA Metro-North Railroad is the steward of Grand Central Terminal, which stands as one of America's greatest transportation hubs and one of New York City's most iconic buildings. It is both a national institution and an international example of the success that can be achieved giving new life to a historic building that otherwise may have been destroyed. Over the course of a colorful and vibrant 100-year history, Grand Central has gone from being among the 20th Century's most significant start and end points for long-distance rail travel, to being both the flagship home of MTA Metro-North Railroad and a global destination for commuters, tourists and residents alike. The Terminal boasts restaurants, cocktail lounges, a gourmet market, and many specialty shops. Its storied Vanderbilt Hall, once the waiting room for long-distance travelers, is among the most-desired public event spaces in the city.

