



## THE EMPIRE STATE BUILDING IN PARTNERSHIP WITH BELIZE TO HOST SUNRISE YOGA ON THE ICONIC 86<sup>TH</sup> FLOOR OBSERVATORY

*The Central American country will create a one-of-a-kind experience during National Wellness Month*



**New York (Aug. 17, 2021)**– Avid yogis and golden hour enthusiasts are just one sunrise salutation away from the vacation of a lifetime, thanks to a new collaboration between the country of Belize and the Empire State Building. In celebration of National Wellness Month, the dynamic duo will host an intimate sunrise yoga session on the building’s world-famous 86<sup>th</sup> Floor Observatory. A small group of ticket holders will “nama-slay the day” with mindful breath, stretches, and words of affirmation on Thursday, Aug. 26.

“Few things are more peaceful than the sunrise view from our 360-degree, open-air Observatory in the heart of New York City,” said Jean-Yves Ghazi, president of the Empire State Building Observatory. “Our commitment to guest health and indoor environmental quality, which includes MERV 13 filters and active bi-polar ionization, aligns directly with the restorative practice of yoga. We are pleased to add this activity to our already popular Sunrise Experience ticket package, and to bring Belize to the World’s Most Famous Building.”

Five lucky participants will receive four-night/five-day hotel stays in Belize at notable resorts which include the beautiful Naia Resort & Spa, Victoria House Resort & Spa, Ramon’s Village Resort, Table Rock Jungle Lodge, and Belize Boutique Resort & Spa. Additional giveaways will be distributed after the event on behalf of the Placencia Resort and Ka’ana Boutique Resort.

“It is an honor for our country to create a place of rest and respite for the people of New York during National Wellness Month, as many of us face challenges and stresses,” said Mr. Evan Tillet, Acting Director of Tourism. “A partnership between us and the Empire State Building was destined and together we’ve developed a fun, holistic initiative that will spark joy and inspire visitors to explore the adventurous and soothing experiences the destination is known for.”

Tickets go on sale on Aug. 17, and can be purchased online at <https://www.esbnyc.com>. Tickets are required for entry, and facial covers are required throughout the event. For more information on Belize, visit [travelbelize.org](http://travelbelize.org).

### **About the Empire State Building**

[The Empire State Building](#), "The World's Most Famous Building," owned by [Empire State Realty Trust](#), Inc. (ESRT):

NYSE), soars 1,454 feet above Midtown Manhattan from base to antenna. The \$165 million reimagination of the Empire State Building Observatory Experience creates an all-new experience with a dedicated guest entrance, an interactive museum with nine galleries, and a redesigned 102<sup>nd</sup> Floor Observatory with floor-to-ceiling windows. The journey to the world-famous 86<sup>th</sup> Floor Observatory, the only 360-degree, open-air observatory with views of New York and beyond, orients visitors for their entire New York City experience and covers everything from the building's iconic history to its current place in pop-culture. Learn more at [www.esbnyc.com](http://www.esbnyc.com). 2021 is the 90th anniversary year of the Building which officially opened on May 1, 1931. Declared "America's Favorite Building" by the American Institute of Architects, as well as the world's most popular travel destination by Uber and the #1 New York City attraction by Lonely Planet it welcomes more than 4 million annual visitors from around the world.

Since 2011, the building has been fully powered by renewable wind electricity, and its many floors primarily house a diverse array of office tenants such as LinkedIn, Shutterstock, and Global Brands Group, as well as retail options like STATE Grill and Bar, Tacombi, and Starbucks. For more information and Observatory Experience tickets visit [esbnyc.com](http://esbnyc.com) or follow the building's [Facebook](#), [Twitter](#), [Instagram](#), [Weibo](#), [YouTube](#), or [TikTok](#).

### **About Belize Tourism Board**

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism and Civil Aviation. The BTB works in conjunction with members of the private sector – including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travelers, members of the travel trade industry and media outlets in key markets. The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instill high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit [www.travelbelize.org](http://www.travelbelize.org).

### **Media Contact**

Lauren Arwood  
Senior Account Manager  
[larwood@zimmerman.com](mailto:larwood@zimmerman.com)