



NEW YORK STATE SENATOR

Betty Little

## I LOVE NY Mobile app promotes tourism

BETTY LITTLE March 3, 2015

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New York's recently unveiled I LOVE NY mobile app was the highlight of a Senate Cultural Affairs, Tourism, Parks and Recreation Committee meeting in Albany today.

Senator Betty Little, who chairs the committee, invited Empire State Development's Division of Tourism Executive Director Gavin Landry to talk with committee members about the new app which helps users and visitors navigate through thousands of destinations, attractions and events.

"The app is free and very easy to navigate," said Senator Little. "Whether you're planning a trip, or looking spur of the moment for something fun to do, the app is a wonderful resource. I encourage anyone with an iPhone or Android device to give it try. I think they'll be surprised by how much it offers."

Little added that one of the real strengths of this app is it is being built and updated from the ground up. Any business that is tourism related should check the app and, if not listed, request to be. That can be done online at [www.iloveny.com](http://www.iloveny.com) where the CMoreNY link may be found near the bottom of the page.

To download the free app, visit the iTunes or Google Play app store on your device or go to [www.iloveny.com/mobile](http://www.iloveny.com/mobile).

