



NICOLE MALLIOTAKIS
Member of Assembly 64th District

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August 19, 2014

Mr. Patrick J. Foye
Executive Director
Port Authority of New York & New Jersey
225 Park Avenue South
New York, NY 10003

Dear Mr. Foye,

During the past month we have partnered with *Bay Ridge Cares*, a local community organization, on a grassroots effort to raise awareness for pediatric cancer research throughout Childhood Cancer Awareness Month this September. Pediatric cancer affects more than 16,000 American children every year, the average of whom are only eight years old and 20% of whom do not survive. Unfortunately, existing cancer treatments are incredibly harsh on children and can inflict significant damage on such young bodies. Awareness initiatives have proven to be effective in raising funds for medical research and we firmly believe this effort will be no different, and no less worthy of a vigorous citywide campaign to achieve our goal.

To promote this effort, a request was made to illuminate the Empire State Building in gold as part of the building's "Lighting Partner" program. This program has lit the 1,450 foot structure to promote various events such as other research initiatives, sporting events, and Broadway plays. Sadly – and surprisingly – the request was denied.

Fortunately we live in a city that does not lack iconic structures, nor are we a community that willingly accepts defeat on such an important issue. We were pleased to learn that the Coney Island Parachute Jump, a timeless symbol of both Brooklyn and New York City in its own right, has agreed to "go gold" during September in solidarity with the Childhood Cancer Awareness effort. This tremendous groundswell of support has also yielded the "Go Gold Bay Ridge" movement among residents and small businesses in our community, which will see gold ribbons, gold bows, and gold lighting exhibited throughout the neighborhood.

We write to you with a request that One World Trade Center be illuminated in gold during September, for a week or one evening, in furtherance of this noble cause. Lighting our city's tallest building, and one of the most notable structures in the world, would provide the grandest and most effective opportunity to promote our cause and, hopefully, provide some comfort to the children and families impacted by pediatric cancer.

We appreciate your consideration of this request, and we look forward to hearing from you soon as Childhood Cancer Awareness Month quickly approaches.

Sincerely,



Nicole Malliotakis
Member of Assembly



Michael Grimm
Member of Congress



Martin J. Golden
State Senator



Alec Brook-Krasny
Member of Assembly



Vincent J. Gentile
City Councilmember

Encl.

Empire State Building snubs calls to light up gold for Childhood Cancer Awareness Month

Empire State Building officials will not light up its iconic skyscraper in gold this September for Childhood Cancer Awareness Month, despite calls from City Councilman Vincent Gentile (D-Bay Ridge) and health advocates.

BY [Reuven Blau](#)

NEW YORK DAILY NEWS

Thursday, August 14, 2014, 12:38 PM

The city's second tallest building is coming up short for young cancer patients.

Empire State Building officials will not light up its iconic skyscraper in gold this September for Childhood Cancer Awareness Month, despite calls from City Councilman Vincent Gentile (D-Bay Ridge) and health advocates.

“If we can light up the Empire State Building for Germany’s World Cup semi-finals victory, the Lion King or a Swedish electronic dance music trio, then surely we can light the tower gold to help raise awareness and inspire action for childhood cancer initiatives,” Gentile said.

Nearly 13,000 children under the age of 21 are diagnosed with cancer each year, and roughly one-quarter of them will not survive, according to the American Childhood Cancer Organization.

“I can’t imagine why the Empire State Building wouldn’t want to be a part of such a worthy initiative,” Gentile said.

Empire State Building spokesman Matthew Frappier said the famed midtown tower annually receives “far more lighting applications than days of the year” from around the globe.

“Unfortunately, we are unable to light for all who apply,” he said.

The 102-story Art Deco landmark has changed its bulbs for Autism, AIDS and Alzheimer’s awareness.

Its lights turned blue earlier this week while Mayor de Blasio tried to convince the Democratic National Committee to hold its 2016 convention in Brooklyn.

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Coney Island's Parachute Jump going gold for Childhood Cancer Awareness Month

Empire State Building management has rejected calls from several Brooklyn officials and health advocates to join the campaign and gild the top of the skyscraper.

BY [Reuven Blau](#)

NEW YORK DAILY NEWS

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They're taking a stand against a deadly killer — and striking back at the Empire, to boot.

City Councilman Mark Treyger (D-Coney Island) and Zamperla, the owner of the Coney Island Parachute Jump, will light the historic 262-foot structure gold in September for Childhood Cancer Awareness Month.

It was a golden opportunity to take a jab at another iconic city structure, and they seized it. Empire State Building management rejected calls from several Brooklyn officials and health advocates to join the campaign and gild the top of the skyscraper.

“We all know that Brooklyn, and not Midtown, is now the center of New York City, so it is great that Coney Island and its famous Parachute Jump will be part of The Gold World Project,” Treyger boasted in a gleaming proclamation of borough one-upmanship.

Brooklyn’s so-called Eiffel Tower will be lighted gold for one week, starting on Sept. 5.

It’s the latest gesture in the quick-spreading effort to raise awareness of childhood cancer — as the color pink did for breast cancer.

Nearly 13,000 children under the age of 21 are diagnosed with cancer each year, and roughly one-quarter of them will not survive, according to the American Childhood Cancer Organization.

Craig Barritt/Getty Images for Little League B The Empire State Building.

Empire State Building officials blasted an “abusive” social media campaign in which the skyscraper was targeted by those who’d like it to go gold in September.

“Empire State Building employees have been personally attacked on the phone and harassed by e-mail and the Internet, by people who do not know them, with profanity, threats, bullying and, perhaps the worst, wishes that they ‘get cancer,’ ” said building spokesman Matthew Frappier.

There are more than 200 different forms of cancer and a multitude of rare diseases, he added.

The 102-story Art Deco landmark has shown its colors in campaigns to combat Autism, AIDS and Alzheimer's.

Its lights shined blue last week as Mayor de Blasio tried to convince the Democratic National Committee to hold its 2016 convention in Brooklyn.

"So disappointed in the Empire State Building administration for not going gold," said Alice Sillis, whose daughter had childhood cancer. "Awareness is so important to getting funding and cures."

**Cancer has affected nearly a dozen of
our own neighborhood kids.**

Let's show them that we care with...

GO GOLD **BAY RIDGE**

**SEPTEMBER
IS CHILDHOOD CANCER
AWARENESS MONTH**

When: September 1st thru 30th

**WHY: Children with cancer
need awareness,
support, research,
better treatments
and CURES!**

**HOW: Let's Light Up Our
Neighborhood!**

YELLOW LIGHTS: front doors, windows, front yards

GOLD BOWS: around a tree, on the front door, in a window

GOLD RIBBONS: on your clothes, bag, briefcase or knapsack

GO GOLD BAY RIDGE SIGNS IN THE WINDOW

facts about childhood cancer

- Almost 15,000 kids are diagnosed with cancer in the U.S. each year (46 every day)
- About 20% of these children will die
- 16,000 children die each year – 7 children every day
- Their average age: 8 years old
- Less than 4% of federal cancer research funds are spent on childhood cancer
- Most treatments use cancer drugs developed for adults, doing tremendous damage to young bodies
- Survivors can suffer from stunted growth, infertility, immune issues, heart disease and learning problems

Sources: Center for Disease Control and Children's Oncology Group, National Cancer Institute, American Association for Cancer Research. Kids V. Cancer

**Please join Bay Ridge Cares for a fun-filled family fundraiser
on Saturday, Sept. 27, 2014 @ 2p.m., St. Patrick's auditorium.**

A portion of the proceeds will go to support children with cancer.

"Like" us on Facebook for info: www.facebook.com/BayRidgeCares

