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ATTENTION: ASSIGNMENT DESK

PARAMOUNT MARQUEE ARRIVES AT TIMES SQUARE

In 1936, Nothing Said "New York" More Clearly Than the Famed Marquee on the Historic Paramount Building in Times Square. On Monday, August 6, and into the Early Hours of Tuesday Morning, New York's Best-Loved Landmark Makes Its Journey Back...

Your Coverage Is Invited

WHO: 13 years ago Tobin+Parnes Design Enterprises, a New York-based architecture and interior design firm, began work on a project to restore NYC's much loved historic landmark, the Paramount Building in Times Square, to the splendor that it generated in its heyday.

In 1999 the World Wrestling Federation signed a lease to take over the space once occupied by the famed Paramount Theater to open their flagship entertainment complex, WWF New York. It was then that they joined forces with Tobin+Parnes in the restoration of the building façade -- the arch and marquee - funding the nearly eight million dollar project.

WHEN: Monday, August 6/Tuesday, August 7

The reconstructed Marquee is scheduled to cross over the George Washington Bridge, which will be closed to traffic, at approximately 10:00 p.m. August 6. Delivery is anticipated at approximately 1:00 a.m. and will be installed by 6:00 a.m. on August 7.

WHERE: The Paramount Building is located on 1501 Broadway (at 43rd Street).

VISUAL/PHOTO

OPPORTUNITIES: Two flat bed trucks will deliver the Marquee in three parts. At 18 feet deep, 39 feet wide, 15 feet tall, and weighing in at over 19 tons, the site of the marquee coming down Broadway is something your viewers won't want to miss.

Interview opportunities are available with principals from Tobin+Parnes and the World Wrestling Federation (WWF) Entertainment, the organization that financed the multi-million dollar restoration.

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