

From: Ryan Max [<mailto:rmax@culture.nyc.gov>]

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Subject: For Immediate Release: CITY OF NEW YORK HOSTS ANNUAL TWITTER 'POETWEET' CONTEST APRIL 16-20, 2018



FOR IMMEDIATE RELEASE: April 16, 2018

CONTACT: publicaffairs@culture.nyc.gov, 212-513-9323

CITY OF NEW YORK HOSTS ANNUAL TWITTER 'POETWEET' CONTEST APRIL 16-20, 2018

"#PoetweetNYC" Contest Winners Will be Selected by Panel of Judges Led by First Lady Chirlane McCray and Will Appear in Metro New York on Poem in Your Pocket Day (April 26)

NEW YORK— In honor of National Poetry Month, the City of New York ([@NYCMayorsOffice](https://twitter.com/NYCMayorsOffice) & [@NYCulture](https://twitter.com/NYCulture)) will host the annual "PoetweetNYC" Twitter poetry contest. From April 16 through April 20, 2018, eligible poems sent using the hashtag #PoetweetNYC will be considered for the grand prize: publication in [Metro New York](#) on April 26, Poem in Your Pocket Day. This year, in honor of both Earth Day (April 22) and the 40th anniversary of the City's [Materials for the Arts](#) program, submissions that focus on sustainability and the local environment are encouraged, and contest winners will receive a reusable mug, bottle, or bag supporting the GreeNYC [B.Y.O. Pledge](#). Visit nyc.gov/poem for official rules and eligibility.

A panel of judges will select this year's winning poetweets, including:

- Chirlane McCray, First Lady of New York City
- Jennifer Benka, Executive Director, Academy of American Poets
- Mark Chambers, Director, Mayor's Office of Sustainability
- Tom Finkelpearl, Commissioner, NYC Department of Cultural Affairs
- Alice Quinn, Executive Director, Poetry Society of America

WHO: New Yorkers and Twitter users from across the U.S.

WHAT: "PoetweetNYC" Twitter Poetry Contest

- To celebrate National Poetry Month and NYC's Poem in Your Pocket Day
- The basic rules: keep it clean, and keep it to one tweet
- Use the hashtag #PoetweetNYC
- Winners published on City social media and on *Metro New York* website on Poem in Your Pocket Day, April 26

WHEN: Monday, April 16 – Friday, April 20, 2018

WHERE: NYC Mayor's Office Twitter (www.twitter.com/nycmayorsoffice)
NYC Department of Cultural Affairs Twitter (www.twitter.com/nyculture)

About Poem in Your Pocket Day

Poem in Your Pocket Day is a citywide celebration to encourage all New Yorkers to appreciate poetry and highlight the importance of literacy. Throughout the month of April, literary organizations will host poetry events across the five boroughs, and on April 26, all New Yorkers will be encouraged to carry a poem in their pocket to share with friends, family, and colleagues. Partners for Poem in Your Pocket day include the Academy of American Poets, the Bryant Park Corporation, *Metro New York*, and the Poetry Society of America. Visit nyc.gov/poem for more information.

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