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**LinkNYC, DoITT, Museum of the City of New York Launch “On This Day in NYC History”
Feature on Links in Spanish, Mandarin**

*Beloved LinkNYC Content Featuring Historic Facts about NYC Translated for Communities
Across the City*

NEW YORK – LinkNYC and the Department of Information Technology & Telecommunications (DoITT) today announced the expansion of their current content partnership with the Museum of the City of New York, providing multilingual access for the Museum’s popular On This Day (#OTD) in NYC History campaign. The historical content will now run in Spanish and Mandarin in communities across the city. Areas where the Spanish translation will be featured include East Harlem, Washington Heights, Mott Haven, Kingsbridge Heights, Jackson Heights, Corona, East Williamsburg, Crown Heights, and more, and Mandarin in Sunset Park, Chinatown, Elmhurst, and the Lower East Side.

“LinkNYC’s content brings useful and enriching information to the streets of NYC and reaches millions of New Yorkers and visitors,” said **Ruth Fasoldt, Link’s Director of Community Affairs**. “On This Day in New York City History has become a beloved feature on Links and we are so thrilled to partner with the Museum of the City of New York and DoITT to make the campaign multilingual so more communities can learn about and celebrate our city’s history.”

“The Museum of the City of New York has done a tremendous job illuminating some of the most memorable moments of the past three centuries through the On This Day in NYC History campaign,” said **Samir Saini, Commissioner for the Department of Information Technology and Telecommunications**. “We’re proud to reflect the best of New York City on thousands of Link kiosks by sharing these diverse stories in new languages for more New Yorkers to enjoy.”

“On This Day is an extension of the Museum’s mission to celebrate the distinctive nature of the world’s most influential metropolis,” said Whitney Donhauser, *President and Ronay Menschel Director*. “With the help of our Multicultural Agency - GoDiversity, we are expanding the campaign to Spanish- and Mandarin-speaking New Yorkers which furthers the Museum’s goal of presenting content to be enjoyed by many audiences.”

The Museum of the City of New York’s On This Day in NYC History campaign, which launched in February 2018, provides a fact about the day in New York History from the Museum’s expansive archive appearing on Links 55-inch digital displays every day on kiosks across the city. Examples of the campaign content includes: On June 14, 1980, Frank Sinatra’s “Theme from New York, New York” peaks on the charts.

- On July 7, 1754 King’s College, later renamed Columbia University, opens in New York.
- On June 28, 1969, the Stonewall uprising begins following a police raid on the Stonewall Inn in the West Village.
- On March 23, 1857, Elisha Otis installs the first-ever passenger elevator at the E.V. Haughwout building.

LinkNYC has partnered with the Museum of the City of New York on multiple campaigns, ranging from highlighting historic photos of women who influenced New York political history for Women's History Month from the Museum's exhibition, *Beyond Suffrage: A Century of New York Women in Politics*, to surfacing new 'On This Day In NYC History' (#OTDNYC) information, as well as featuring photography from the Museum's current exhibition *Through a Different Lens: Stanley Kubrick Photographs*, which highlights the iconic film director's formative years in New York City between 1945-1950.

About LinkNYC

LinkNYC is the first-of-its-kind communications network replacing the city's payphones to build the world's fastest and largest free public Wi-Fi network. Since Mayor Bill de Blasio announced the public launch of LinkNYC in early 2016, more than 1,700 Links are active across all five boroughs, with thousands more set to be deployed over the next few years.

More than 4.6 million people – more than the populations of the cities of Chicago, Phoenix, Philadelphia, Dallas, or San Diego – have used the free gigabit Wi-Fi service, with tens of thousands of new users joining the network each week.

In addition to free Wi-Fi, each Link offers free phone calls, device charging, and a tablet to access maps, 311, the social services platform Aunt Bertha, and access to 911. All of Link's services are 100% free for users and come at no cost to taxpayers.

For more information and to find a Link near you, visit link.nyc.

About the Department of Information Technology and Telecommunications (DoITT)

DoITT is the technology core of New York City government, working with over 100 city agencies and entities to deliver the IT products and services they need to serve and empower New Yorkers and keep our five boroughs safe, strong, and vibrant. For more information, visit nyc.gov/DoITT or visit us on [Facebook](#) or [Twitter](#).

About the Museum of the City of New York

The Museum of the City of New York fosters understanding of the distinctive nature of urban life in the world's most influential metropolis. It engages visitors by celebrating, documenting, and interpreting the city's past, present, and future. To connect with the Museum on social media, follow us on Instagram and Twitter at @MuseumofCityNY and visit our Facebook page at [Facebook.com/MuseumofCityNY](https://www.facebook.com/MuseumofCityNY). For more information please visit www.mcny.org.

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