NYC 9/11 Public Portal Document

DAILY NEWS, THURSDAY, DECEMBER 6, 2001

Pataki to air love N.Y. ads

In a bid to encourage firms left financially ailing by the World Trade Center attacks to remain in New York, Gov. Pataki unveiled a $2 million ad campaign yesterday, featuring top corporations pledging allegiance to the city.

"I just want to thank ... businesses large and small, who have suffered horribly as a result of the attack of Sept. 11, but have taken a look and said, 'This is the place to be,' " Pataki said at a news conference at the Tribeca Grill, a few blocks from the ruins of the twin towers.

In the 60-second spot — which will air in the metro market until Jan. 6 — executives of Lehman Brothers, HSBC Bank USA, Bloomingdale's and other firms praise New York's "endless courage, drive and determination" and vow to stick around as the city rebuilds.

"This city will come back because of the character and strength of its people and the terrific cooperation between the private sector and the public sector," said Kenneth Chenault, chairman and chief executive officer of American Express.

One recent report estimated the city's net losses from the terrorist attacks at $16 billion and thousands of jobs, even after factoring in insurance payments and federal aid.

Celeste Katz



N.Y. FRAME OF MIND Rachelle Friedman of J&R Music World played key role in making of Gov. Pataki's TV ads boosting the city. They'll be seen in the area until Jan. 6.

CITY_21MC100_011833770

NYC-WTC_000415549