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**** FOR IMMEDIATE RELEASE ****

**** Town of Tuxedo Set to Become the "Gem of NY" ****



Town Supervisor Dave McMillen and Council member Deirdre Murphy have worked together to bring Britalians TV to the Town of Tuxedo in an effort to enlighten the world and garner interest in our local community. This partnership aims to showcase the unique aspects of Tuxedo, from its scenic landscapes and historical sites to its emerging vibrant local economy and community events and partnerships.

By collaborating with Britalians TV, a platform known for highlighting cultural and tourist attractions, they hope to attract more visitors, boost the local economy, and share the rich heritage of Tuxedo with a broader audience. Their efforts include organizing special events, featuring local businesses, and promoting Tuxedo as a desirable destination for both tourists and potential residents.

Britalians TV will be coming to Tuxedo the first week of June to begin filming the first of two 65-minute documentaries about the town, the village, the people and the rich history. This show is called "Humans of the World".

As a result of the Gem of New York designation, Tuxedo NY will receive a targeted 12 month international media and creative marketing plan made of 3 pillars commissioned, managed and delivered by Britalians TV to promote the town of Tuxedo as the Gem of New York and increase tourism as well as individuals looking to invest and do business in the town of Tuxedo. The Gem of NY is an exclusive designation within the State of New York to grow Tourism and Business opportunities Internationally and Nationally.

Britalians TV is on Amazon Prime, ROKU, Vidaa, Google TV, Android TV, Apple TV, and Samsung TV Plus.

Britalians TV reaches 275M Households, 206M Monthly users and 177 countries worldwide.

Marco Biagioli and Erica Melargo from London are the Ambassadors for Tuxedo NY worldwide. They are the founders, CEOs, and producers of Britalians TV, the world's first interview-centric television channel.

Stay tuned to tuxedogov.org for more information.