

FROM: ROCKEFELLER CENTER

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FOR IMMEDIATE RELEASE

**VALENTINE'S DAY KICK-OFF WELCOMES FAMILIES AND COUPLES
TO TOP OF THE ROCK**

Public Can View Fashion Week's Exclusive Red Dress Display

New York, New York - Top of the Rock, the observation deck at Rockefeller Center, will transform the floor's indoor Weather Room, creating a romantic lounge atmosphere for families and couples to enjoy. Candles, white love seats and sofas lined with deep red accents will fill the indoor space on the 67th floor of the observation deck from **Friday, February 10th – Wednesday, February 15th at Top of the Rock, 30 Rockefeller Plaza between 5th and 6th Avenues on the 67th Floor observatory.**

Completing the experience, Top of the Rock, along with Swarovski, will display 10 of the featured dresses from The Red Dress Collection, first shown to the exclusive fashion world at this week's Fashion Week. The Red Dress is the national symbol for woman and heart disease. Swarovski will make a donation of \$100,000 to the American Heart Association from sales of the 2006 Power of Love Campaign made through February 14th. The dresses were designed by Daniel Swarovski, Narcisco Rodriguez, Diane von Furstenberg, Nicole Miller, Betsey Johnson, Kenneth Cole and others.

Top of the Rock is open daily 8:30 AM to midnight. The sky shuttle will make a final run at 11:00 PM each night. Introductory ticket prices are \$14 for adults, \$12 for seniors and \$9 for children six to 11 years old. Those interested in visiting Top of the Rock can reserve their visits via the website www.topoftherocknyc.com or call 877-NYC-ROCK (877-692-7625) or 212-698-2000. In addition, there will be seven terminals on-site to help visitors purchase tickets easily.

Situated in midtown Manhattan, Top of the Rock provides visitors with an opportunity to appreciate the architecture of Rockefeller Center and its significance to the growth of New York City. Tishman Speyer is committed to the preservation and restoration of Rockefeller Center, which is the site of numerous public exhibits and events, including annual installations of public art, the New York International Orchid Show, the Christie's Collector's Car Show, and live broadcast of the U.S. Open tennis championships. Each day an estimated 250,000 people walk through the Rockefeller Plaza complex, which is home to the world's most famous Christmas Tree.

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