



For Immediate Release
February 13, 2023

“Welcome To ‘Moon York’;” Rebuild New York Now Launches New Digital Ad Campaign

Rebuild New York Now, the broad-based coalition of New Yorkers concerned about the state’s roads and bridges has launched [“Moon York”](#), a month-long ad campaign focused on boosting funding for local infrastructure. Moon York is a highly targeted, digital campaign that compares the rapidly deteriorating roads and bridges across the state to surface of the moon.

Mike Elmendorf, President and CEO of the Associated General Contractors of New York State (AGC NYS) and member of Rebuild New York Now says:

“‘Moon York’ is not just a state of mind for so many New Yorkers—it’s what drivers deal with on daily basis as they drive around trying to dodge gaping potholes that often look like craters. Our leaders in Albany need to invest in our state’s future and that means repairing and replacing the rapidly deteriorating roads and bridges that has transformed our state into ‘Moon York.’ Rebuild New York Now; it’s the fiscally smart decision because it makes our roads safer, provides jobs and saves New Yorkers money in the long run.”

Here is the full text of the Moon York ad and some additional details:

“Welcome to Moon York.

Why Moon York?

Because driving around this state is like driving on the face of the moon.

Except instead of craters, we have potholes, everywhere.

From Buffalo to Brookhaven, Rochester to Rye, Syracuse to Staten Island.

And despite this and a historic federal infrastructure bill last year, the state of New York has not invested what is needed to overcome high inflation and fix our roads and bridges.

Enough Moon York.

Tell your legislators it's time to rebuild New York. Now.”

The month-long, six figure media buy runs this week through March 15th in targeted legislative districts across the state through video and display ads. Additionally, newsletter ads are running in City & State, Politico, and Empire Report

As noted in Rebuild New York Now's testimony to the state legislature last week:

- In 2022, the US Government Accountability Office reported that New York ranks 46th out of 50 states for percent of National Highway System (NHS) pavements in good condition.
- Rebuild New York Now is requesting an additional \$1.128 billion be added to the 2023-24 budget for state and local highway construction just to keep funding at the same level it was when the five-year program was initially adopted in 2022.

###