



US ARMY CORPS OF ENGINEERS

# NEWS RELEASE

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## Army Corps completes renovations at Armed Forces Recruiting Station at Times Square

**NEW YORK** -- The U.S. Army Corps of Engineers New York District has completed renovations on the U.S. Armed Forces Recruiting Station at Times Square, New York City.

Renovations began in October 2011 at the popular recruiting station which sits on a traffic island on 43rd Street between Broadway and 7th Ave. in midtown Manhattan.

The project includes upgrades and the replacement and installation of illuminated energy efficient light emitting diodes (LED) American Flags on both sides of the station to continue to synchronize with the backdrop of Times Square and heighten security and visibility while also increasing the energy efficiency of the facility, which is on display at the crossroads of the world.

The project is an illustration of a collaboration that created employment for veterans and people with disabilities as well as honoring the nation's armed forces.

Upgrades are being completed by Persaud Companies Inc., an 8(a) small business. The LED Lights contract is being completed by the prime contractor Intercontinental Development Corporation an 8(a) small business in collaboration with Herkimer Industries an Ability One Producing not-for-profit agency in New York State employing people with significant disabilities and disabled veterans/veterans, and Fiberdyne Labs, Inc. which is a New York State small business. An 8(a) small business is named for a section of the Small Business Act, and created to assist small disadvantaged businesses compete in the American economy and access the federal procurement market. The project cost is approximately \$300,000 and was funded under a special initiative set aside by the four armed services of the U.S. Army, U.S. Navy, U.S. Air Force and U.S. Marine Corps.

Formerly referred to as "the booth", the popular walk-in station was replaced after 50 years before the turn of the 21<sup>st</sup> century in 1998 at a time when the Times Square Business Improvement District wanted it relocated because it no longer fit in with the glitzy backdrop which prompted the Army Corps to expedite renovation plans. The existing station was re-dedicated in 1999 complete with neon lights and illuminated display screens. In 2008, the station was the target of a small bomb detonation which damaged the station.

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### **Army Corps completes renovations at Armed Forces Recruiting Station at Times Square**

The 520-square-foot station is the single most successful walk in station in the country and plays an important role in the recruiting effort in New York. Putting recruits into the military through advertising is one successful method used by the Armed Forces. The station serves as an office for recruiters from each military service and is used to interview and test applicants who volunteer to serve in uniform.

"Small Business is the nucleus of the economy and a vital part of the Corps' acquisition policy. The awarding of this contract to a small business is great news," said New York District Col. John R. Boulé II. "The station is the most famous recruiting center in the United States. Inside, all branches of service have dedicated recruiters providing thousands of eligible citizens with important information on various career opportunities to serve in uniform."

"The upgrades to the U.S. Armed Forces Career Center Times Square are a shining example of the strength of our Army and all our servicemembers," said U.S. Army Recruiting Battalion New York City Commander Lt. Col. Richard S. Davis. "This new LED display will increase awareness of the center at Times Square and continue to drive those who desire to serve into the largest walk-in station in the country."

*Footnote: As is done annually, the exterior of the Times Square Recruiting Station, including the new lighting, will be covered and protected by metal sheeting for security and safety purposes two weeks prior to New Year's Eve festivities at Times Square.*

*The Army Corps' Real Estate Office rents and leases space for Armed Forces recruiting offices. The New York District is responsible for the Corps of Engineers' water resource development, navigation, and regulatory activities in northeastern New Jersey, eastern and south-central New York State, including the New York Harbor and Long Island, and parts of Vermont, Massachusetts, and Connecticut. The District is also responsible for design and construction at Army and Air Force installations in New Jersey, New York, Virginia and overseas in Greenland.*

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