



Fox News Covers Rich and Famous Tours of New York: a Tour for Curious Locals or Star Struck Tourists

Fox News has discovered New York's newest "niche" tour: The Rich and Famous Tour. See where the celebrities live, shop, dine and party.

New York, NY, October 26, 2007 --(PR.com)-- Fox News Channel has discovered the Rich and Famous Tour of New York City. Rich and Famous Tours, New York's newest "must-do experience" will be featured on the Fox News Channel and FoxNews.com in a story about celebrities in New York City, specifically, the best places to spot a star. Owner and guide Jim Dykes is interviewed about the Rich and Famous Tour, labeled "a gossip column on wheels" and what celebrities have recently been spotted on the tour. "They sent a camera crew of five on the tour and stayed for the entire 3 hour tour, but it will probably be edited down into a five minute piece," says Dykes. Inspired by other "niche" New York tours like the Sopranos Tour or the Sex and the City tour, the Rich and Famous Tour is designed to show and tell visitors what's not in the guidebooks: celebrity tidbits: who lives where (and how much they paid), film & TV locations, gossipy social history laced with much celebrity name-dropping and much more. Rich and Famous Tours is a "niche tour" once available only thru travel agents, but now accessible thru the internet.

A Rich and Famous Tour sample:

- • where the stars live
- • which buildings typically reject celebrities
- • the street with the most billionaires
- • the trendy salon where the Sex & the City gals get bikini waxed
- • the vacant lot where the doctor blew up his townhouse rather than see his ex-wife take it
- • Visit film locations such as the Seinfeld Diner and the bookshop from You've Got Mail.

Rich and Famous Tours is the idea of actor-guides Jim Dykes and Mike Brennan. "No matter what people assume, there are many more stars in Manhattan than Hollywood," says Brennan. "Just for fun, the first person on the bus to spot a celebrity gets \$20 cash. We've spotted many household names going about their daily lives. It's simple if you know where to look."

One of Dykes' first celebrity sightings was accidental: several years ago a legendary Hollywood director tagged along on Dykes' walking tour, landing a bold-faced mention for Dykes in syndicated gossip columns all over the world. "He was such a nice man--he introduced himself to my group of (mostly) ladies."

Dykes was dubbed "the celebrity tourguide" by the much facelifted comedienne known as "the queen of the red carpet". He says he has been fascinated with stars since his days working at legendary hotspot Studio 54 and as a backstage go-fer for events like Night of 100 Stars. "Rich and Famous Tours is for people who want a personalized tour of the glamorous side of New York directly from the columns. We're the complete opposite of those boring, franchised bus tours (you know who they are) with bored guides reciting memorized scripts and making up information. New York is much too fabulous a city to



put up with that kind of dull bus tour. We offer the ultimate anti-dote: a splash of excitement and a sprinkle of stardust.”

Tickets for the Rich and Famous Tours may be purchased directly through the website www.richandfamoustours.com. Catch Rich & Famous Tours on the Fox News channel.

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Contact: Jim Dykes; 917-576-7170; info@richandfamoustours.com



Contact Information:

Rich and Famous Tours

Jim Dykes

212-462-9250

nyctours@earthlink.net

www.richandfamoustours.com

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