

So, would you buy a hot dog from this man?



PHOTO EXCLUSIVE: Mayor Bloomberg yesterday as a hot-dog vendor in a city TV promotion.

Mike goes commercial to boost Big Apple

By ANDY GELLER

He handed out fliers for a Broadway show, loaded up on gifts, and even put on an apron and sold hot dogs.

Mayor Bloomberg was a man of many parts yesterday as he filmed a series of spots to promote the Big Apple.

At a hot dog stand, Hizzoner put on a colorful apron and a baseball cap and sold hot dogs, applying the mustard as if he did this every day.

He even ate one of the dogs himself.

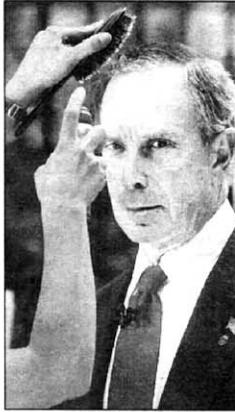
The shtick was part of a spot touting the city as a restaurant Shangri-La.

"If you're hungry, there are 18,672 restaurants," Hizzoner noted. "The problem is choosing one."

From the hot dog stand, Bloomberg headed over to the tkts booth, where he handed out fliers for "Man of La Mancha."

He also mingled with folks seeking half-price tickets to Broadway spectacles.

Then the mayor walked



LET US SPRAY: Make-up helps Mike get ready for his close-up.

across the street to a gift shop, where he loaded up on souvenirs such as an "I Love NY" T-shirt and an "I Love NY" mug.

"Whether you're hunting for bargains or in the market for designer originals, New York has 33,893 stores — world-class shopping to fit every budget," Hizzoner noted.

Though the mayor was happy to pose as the Big Apple's No. 1 pitchman, he balked at a suggestion that he don one of the spongy green Liberty crowns popular with tourists, saying he thought it would make him look silly.

The spots cost the Big Apple nothing since they were filmed by the city. They will be shown this summer on NYC TV, a revamped version of the city-owned Crosswalks channel that broadcasts on cable channel 74.

NYC TV will feature more live programming and will showcase the Apple to city residents, encouraging them to enjoy New York's many neighborhoods.

The commercials will also be shown on Port Authority TV screens at Newark, La Guardia and Kennedy airports. Currently, those channels are tuned to CNN.

They also will be used to promote the Apple as the premier spot for making movies and TV shows by the Mayor's Office of Film.



SPREADING THE WEALTH: Hizzoner buys Times Square trinkets in the ad. Photos: Lawrence Schwartzwald