



FROM: TIMES SQUARE NEW YEAR'S EVE

Rubenstein

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Media Advisory



One Day Until New Year's Eve

New Year's Eve Ball Tested Before Official Times Square Celebration

In final preparation for New Year's Eve, the iconic Times Square New Year's Eve Ball will be illuminated and sent up the 130-foot pole atop One Times Square on **Monday, December 30 at 12:00 p.m. (Enter One Times Square through Walgreens on 7th Avenue between 42nd and 43rd Streets).**

Event co-organizers **Tim Tompkins**, President of the Times Square Alliance, and **Jeffrey Straus**, President of Countdown Entertainment, will flip the giant switch to initiate the spectacular, kaleidoscope lighting effects, illuminated by 32,256 energy efficient LEDs and enhanced by 2,688 Waterford Crystal triangles.

The Ball is capable of displaying a palette of more than 16 million vibrant colors and billions of patterns that creates the spectacular kaleidoscope effect atop One Times Square.

Joining the ball test will be some of this year's Special Guests, including teacher **Jared Fox** and students **Ricardo Herrera, Daniel Soto** and **Van Troy**.

The teachers and students, are being honored in recognition of original, innovative ideas developed to address the climate crisis. The two award-winning public high school science teachers and four students will stand on stage as representatives of the ongoing efforts occurring around the world to address climate change, which emerged as 2019's most-talked-about issue.

For more information about Times Square New Year's Eve, please visit TimesSquareNYC.org/NewYearsEve.

WHAT: New Year's Eve Ball Test

WHEN: Monday, December 30, at 12:00 p.m.
Press may check-in: 11:30 a.m.

WHERE: One Times Square (42nd Street and Broadway)
Enter through Walgreens on 7th Avenue between 42nd and 43rd Streets.

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