



**FROM: TIMES SQUARE NEW YEAR'S EVE**

Rubenstein

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*Media Advisory*



*Three Days Until New Year's Eve*

**Public Gathers in Times Square to Shred Bad Memories  
from 2019 at 13<sup>th</sup> Annual Good Riddance Day**

*Participants Expected to Destroy Unpleasant, Embarrassing and Forgettable Memories from 2019*

New Yorkers and visitors will bid one final goodbye to bad memories from 2019 at the 13<sup>th</sup> annual Good Riddance Day **on Saturday, December 28, from 12:00 p.m. to 1:00 p.m., on the Broadway Plaza between 45<sup>th</sup> and 46<sup>th</sup> Streets in Times Square** where they can toss, shred, and smash any unpleasant, embarrassing, and unwanted memories from the past year so they can start fresh in 2020.

One lucky participant with the most unique story will be selected to win two tickets to see *Mean Girls* on Broadway.

Paper will be available for the public to record and shred their bad memories on site.

Jonathan Bennett, host of the Times Square New Year's Eve celebration, will lead the event.

The Times Square Alliance and Countdown Entertainment are the co-organizers of Times Square New Year's Eve. For more information, please visit [TimesSquareNYC.org/NewYearsEve](http://TimesSquareNYC.org/NewYearsEve).

**WHAT:** 13<sup>th</sup> annual Good Riddance Day

**WHEN:** Saturday, December 28, from 12:00 p.m. to 1:00 p.m.  
Press check-in: 11:30 a.m.

**WHERE:** Times Square Plaza between 45<sup>th</sup> and 46<sup>th</sup> Streets

*\*\*Please note: Good Riddance Day is a symbolic event for shredding single memories or ideas. It is not a mass shredding or disposal event, and we are unable to accommodate requests to shred large amounts of paper material.*