



FROM: TIMES SQUARE NEW YEAR'S EVE

Rubenstein

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Media Advisory



Three Days Until New Year's Eve

**Times Square to Shred Bad Memories
from 2020 at 14th Annual Good Riddance Day**

Larger than Life "2020" Piñata to be Destroyed

On Monday, December 28, from 12:00 p.m. to 1:00 p.m., on the Broadway Plaza between 45th and 46th Streets in Times Square the world will bid one final goodbye to bad memories from 2020 at the 14th annual Good Riddance Day.

This year, people from around the world were encouraged to participate virtually by sharing their Good Riddance Day memories in advance via TSQ.org/GoodRiddanceDay or on Twitter and Instagram using the hashtag #GoodRiddanceDay. All submissions will be printed and shred during the official Good Riddance Day celebration in Times Square. Select submissions will be highlighted and read live during the event by Jonathan Bennett, host of the Times Square New Year's Eve celebration.

The event will feature a larger than life "2020" piñata from Planet Fitness, which will be pulverized during the event, ensuring everyone can say "good riddance" to 2020 by getting out their frustrations – figuratively speaking – and look forward to a promising year ahead in a big way.

In reflecting on this past year, Planet Fitness set out to understand what Americans want to say "good riddance" to in 2020, so The Judgement Free Zone® commissioned a national study* on the topic. Not surprisingly, the results found that the majority (88 percent) of Americans have at least one thing from 2020 that they want to say "good riddance" to in the New Year. Among them, nearly two in three (65 percent) want to say goodbye to political or election-related conversations, while 62 percent are eager to forget about the toilet paper crisis of 2020. Meanwhile, two in five (41 percent) of parents want to say "good riddance" to remote schooling in the New Year while younger generations – including Generation Z (30 percent) and Millennials (28 percent) – are more likely than older generations – including Generation X (19 percent) and Baby Boomers (13 percent) – to want to leave video chats behind for good. Interviews and b-roll from Planet Fitness can be downloaded in hires [here](#) and watched online [here](#).

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.

**The media opportunity will follow strict social distancing parameters. Attending media must wear masks.*

WHAT: 14th annual Good Riddance Day

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

WHERE: Times Square Plaza between 45th and 46th Streets

**Online survey conducted by Kelton Global to 1,003 nationally representative Americans ages 18 and over, with a margin of error of +/- 3.1 percent.*

***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. While the public was encouraged to share memories in advance this year, for press and the public who are in Times Square in person, the event will be held in a safe, socially distanced manner.*

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