



FROM: TIMES SQUARE NEW YEAR'S EVE
Rubenstein
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Media Advisory



Two Days Until New Year's Eve

**New Year's Eve Organizers and Presenting Sponsor Planet Fitness Test
Air Worthiness of Confetti from the Hard Rock Cafe Marquee in Times Square**

Representatives from the Times Square Alliance and Countdown Entertainment, the co-organizers of Times Square New Year's Eve, along with presenting sponsor Planet Fitness, will release multicolored confetti from the Hard Rock Cafe marquee as part of the annual confetti test on **Tuesday, December 29 at 11:00 a.m., at 1501 Broadway between 43rd and 44th Street in Times Square.** The colorful event is held in preparation for the release of one ton of confetti at midnight on New Year's Eve.

Testing the confetti will be Times Square Alliance President Tim Tompkins, Countdown Entertainment President Jeffrey Straus, and President of Jamestown Michael Phillips.

Additionally, the 2,000 pounds of confetti released on New Year's Eve will include thousands of wishes from individuals who have submitted them on actual confetti at the New Year's Eve Wishing Wall in Times Square and via the [Virtual Wishing Wall](#). Following the Confetti Test, the Wishing Wall will be located across the street on the 43-44 Broadway Plaza for individuals to submit additional wishes. Throughout December, the Wishing Wall is located at Times Square's Broadway plazas, between 42nd Street and 47th Streets. Wishes can be submitted in-person every day, in a safe, socially distanced manner, except December 25, or online at any time until December 29.

Interviews and b-roll from Planet Fitness can be downloaded in hi-res [here](#) and online [here](#).

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

WHAT: New Year's Eve Confetti Test

WHEN: Tuesday, December 29 at 11:00 a.m.
Press check-in: 10:30 a.m.

WHERE: Hard Rock Cafe Marquee
1501 Broadway (between 43rd and 44th Street), Times Square

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