



**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 Wednesday, December 30th from noon to 2:00 p.m.**

**Due to COVID restrictions, viewing times will be staggered for media, between 12:00 PM ET and 2:00 PM ET. Press must RSVP in advance to receive a specific call time. Check-in will take place outside on Broadway between 42<sup>nd</sup> and 43<sup>rd</sup> Streets.**

Event co-organizers **Tim Tompkins**, President of the Times Square Alliance, **Jeffrey Straus**, President of Countdown Entertainment, and **Michael Phillips**, President of Jamestown, 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.

For more information about Times Square New Year's Eve, please visit [TimesSquareNYC.org/NewYearsEve](https://TimesSquareNYC.org/NewYearsEve).

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

**WHAT:** New Year's Eve Ball Test

**WHEN:** Wednesday, December 30  
Viewing opportunities to be assigned, beginning at 12:00 PM ET.

**WHERE:** Atop One Times Square / 42<sup>nd</sup> Street and Broadway  
Enter on Broadway between 42<sup>nd</sup> and 43<sup>rd</sup> Streets

**RSVP:** Press MUST RSVP in advance to [nhaberman@rubenstein.com](mailto:nhaberman@rubenstein.com)

Once media has RSVP'd, they will be given a specific timeframe in which to arrive and view the Ball Test.

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