

FROM: TIMES SQUARE NEW YEARS EVE

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FOR IMMEDIATE RELEASE

Official Times Square New Year’s Eve Event Lineup Announced

Acclaimed Singer-Songwriter Andra Day to Headline Musical Lineup for Live, Commercial-Free Webcast and TV Pool Feed

Gloria Gaynor, Pitbull, Anitta, Jennifer Lopez Billy Porter, Cyndi Lauper, Jimmie Allen, and Machine Gun Kelly to Perform Live in Times Square for 2021 New Year’s Eve Celebration

*Global Event to Also Feature Performances by **USO Show Troupe** and **The Waffle Crew***

Times Square, N.Y. (December 26, 2020) —[Times Square Alliance](#) **and Countdown Entertainment**, the co-organizers of Times Square New Year’s Eve, today announced that acclaimed singer-songwriter **Andra Day** will headline the live commercial-free webcast and TV pool feed. She will perform her Grammy Award-nominated single “Rise Up,” as well as her song “Forever Mine.” Day will continue the New Year’s Eve tradition of singing John Lennon’s “Imagine” just before the Ball Drop Celebration when the world unites to countdown the final seconds to the new year.

The co-organizers of the event also today announced the official Times Square New Year’s Eve event lineup, which will feature live

performances by **Gloria Gaynor, Pitbull, Anitta, Jennifer Lopez, Billy Porter, Cyndi Lauper, Jimmie Allen, Machine Gun Kelly, The Waffle Crew,** and **USO Show Troupe**, as well as an array of special activities and appearances that will happen throughout the evening.

The live broadcast is closed to the public, but revelers across the globe will be able to experience the excitement of the Times Square New Year's Eve celebration at home via the six-hour, live commercial-free webcast, beginning at 6:00pm with the lighting and raising of the New Year's Eve Ball atop One Times Square. The webcast will include musical performances by **Andra Day, Gloria Gaynor, Anitta, Pitbull, the USO Show Troupe,** and **The Waffle Crew.**

New this year, [Jamestown](#), owner of One Times Square – home of the iconic Ball Drop Celebration—has created a first-of-its-kind **virtual New Year's Eve experience**. Everyone everywhere can start the festivities today and enter a virtual world of Time Square filled with games, music, and art. Then, on December 31st, viewers can tune in for a live broadcast where they can choose from multiple camera feeds to direct their own New Year's Eve show. Plus, viewers will also get a chance to see other celebrations from around the globe, and hear messages from local leaders and people from dozens of cities from around the world. Visit www.VNYE.com for more information and download the **NYE app** to join the live celebration on New Year's Eve.

Times Square 2021 LIVE performances on the Planet Fitness and Countdown Stages:

- **Jennifer Lopez** performs on *ABC's* "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest"
- **Billy Porter** performs on *ABC's* "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest"
- **Cyndi Lauper** performs on *ABC's* "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest"
- **Jimmie Allen** performs on *ABC's* "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest"

- **Machine Gun Kelly** performs on *ABC's "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest"*
- **Anitta** performs on *Univision's, "¡Feliz 2021!"*
- **Pitbull** performs on *Univision's, "¡Feliz 2021!"*
- **Andra Day** performs her hit songs "*Rise Up*" and "*Forever Mine,*" as well as John Lennon's "*Imagine*" just before the Ball Drop at midnight
- **Gloria Gaynor** performs her hit songs "*I Will Survive,*" "*Never Can Say Goodbye,*" and "*Joy Comes In The Morning.*"
- **The Waffle Crew** presented by Planet Fitness provides an amazing dance performance
- **The USO Show Troupe** performs "*Empire State of Mind,*" "*Stars And Stripes*" and "*A Military Salute*" to honor our Armed Forces

On New Year's Eve, more than 180 million Americans and more than one billion television viewers worldwide will ring in the New Year watching the historic Times Square New Year's Eve Ball Drop safely from their own home. For 116 years, Times Square has been the center of worldwide attention on New Year's Eve, ever since the owners of One Times Square began in 1904 to conduct rooftop celebrations to greet the New Year. The first Ball Lowering celebration occurred in 1907, and this tradition is now a universal symbol of welcoming the New Year.

Actor and beloved TV personality **Jonathan Bennett**, star of the Hallmark Holiday film "*The Christmas House,*" and "*Mean Girls,*" and host of the *Food Network's* top-rated "*Halloween Wars*" and "*Holiday Wars,*" will return to the celebration as Times Square New Year's Eve Host.

The 12th annual webcast will cover the action and festivities in Times Square, beginning with the Ball Raising at 6 p.m. EST, plus live musical performances, hourly countdowns, behind-the-scenes stories, and star-studded interviews as anticipation builds towards the midnight countdown and the famous Ball Drop. The custom-designed embeddable video provides viewers with a full Times Square New Year's Eve experience. This live webcast video experience is available for digital

media outlets, bloggers, social media editors, webmasters, and Facebook users to embed as a source of fun and entertaining content on their own sites.

Safety of New Yorkers and participants is the priority of Times Square New Year's Eve 2021. The event is produced solely for broadcast with no public audience. All New Year's Eve broadcast activities will follow the State of New York's Interim Guidance for Media Production during the CoVid-19 Public Health Emergency. Times Square New Year's Eve 2021 has secured medical experts to consult on all health protocols and to ensure that every individual with access to the permitted areas follow the state established testing protocol, screenings, and safety guidelines.

All participants will remain masked at all times except when performing and will adhere to distancing regulations throughout the production site. Additionally, all Special Guest families, who are included in the capacity limits for the production, will be staged within their personal household safety areas to ensure proper distance from other participants.

How to Watch

The Times Square 2021 Webcast will begin at 6 p.m. ET on December 31, 2020 and end at 12:15 a.m. ET on January 1, 2021. The show will be streamed live on multiple websites, including TimesSquareNYC.org, NewYearsEve.nyc, Livestream.com/2021, and TimesSquareBall.net.

Embedding codes and additional webcast info is available at: timessquarenyc.org/events/new-years-eve/webcast/index.aspx Livestream.com/2021 or Livestream.com/2021.

As mentioned above, Jamestown will host a virtual New Year's Eve experience with a live broadcast from Times Square and augmented reality to bring the celebration to you. Visit www.VNYE.com for more information and download the **NYE app** to join the live celebration on New Year's Eve.

A number of broadcast networks will be airing elements of the Times Square celebration, including ABC (“Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest”), CNN (“New Year’s Eve Live with Anderson Cooper and Andy Cohen), FOX (New Year’s Eve Toast & Roast of 2021), NBC (“New Year’s Eve with Carson Daly”), and Univision (“¡Feliz 2021!”).

Info for the Times Square New Year’s Eve television broadcast pool feed is available at <https://www.timessquarenyc.org/times-square-new-years-eve/media-press/new-years-eve-pool-feed-information>

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To join the Times Square New Year’s Eve conversation on Twitter, follow #BallDrop.

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

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About Times Square New Year's Eve

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year’s Eve Ball.

Times Square Alliance: [TimesSquareNYC.org](https://www.TimesSquareNYC.org)

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