



FROM: TIMES SQUARE NEW YEAR'S EVE
Rubenstein
Nancy Haberman, nhaberman@rubenstein.com or (C) 917-881-0635

Media Advisory



Three Days Until New Year's Eve

**Times Square to Burn Bad Memories
from 2021 at 15th Annual Good Riddance Day**

New Yorkers and visitors will bid one final goodbye to bad memories from 2021 at the 15th annual Good Riddance Day **on Tuesday, December 28, at 12:00 p.m., on the Broadway Plaza between 45th and 46th Streets in Times Square** where they can burn any unpleasant, unhappy, and unwanted memories from the past year so they can start fresh in 2022.

Jonathan Bennett, co-host of the Times Square New Year's Eve celebration, will lead the event that will feature an outdoor burn cage and paper made available for the public to record their bad memories on site before Bennett drops them into the incinerator.

This year, people from around the world were also encouraged to participate virtually by sharing their Good Riddance Day memories in advance via [TSQ.org/GoodRiddanceDay](https://www.tsq.org/GoodRiddanceDay) or on Twitter and Instagram using the hashtag #GoodRiddanceDay. Submissions will be printed and burned during the official Good Riddance Day celebration in Times Square.

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

WHAT: 15th annual Good Riddance Day

WHEN: Tuesday, 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

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

###