



FROM: TIMES SQUARE NEW YEAR'S EVE

Contact: Rubenstein

Nancy Haberman, NHaberman@Rubenstein.com or (O) 212-843-8021, (C) 917-881-0635

Media Advisory

11 Days to New Year's Eve

***NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE
After coast-to-coast tour with the all-new, all electric Kia EV6***

**Monday, December 20
11:00 a.m.**

Eleven days before the highly anticipated December 31 Times New Year's Eve celebrations, the giant, seven-foot-tall numerals for "2022" will arrive in Times Square on the **Times Square Plaza between 46th and 47th Streets on Monday, December 20 at 11 a.m.**

The famous numerals will arrive after being transported on a cross-country trip with the all-new, all-electric Kia EV6. The coast-to-coast tour started in California and traveled through Nevada, Michigan, Pennsylvania, Virginia, and Maryland, giving people across the country an opportunity to cheer the arrival of 2022.

The numerals will stay on the plaza until noon on Thursday, December 23, where members of the public will have the opportunity to take photos with them outside in a safe, socially distanced manner. Afterwards, the numerals will take a short rest before being placed atop One Times Square, officially completing the "2-0-2-2" sign that will light up at midnight on December 31.

The four numerals use a total of 599 energy efficient LED bulbs; the numeral "2" contains 145 bulbs, and the "0" contains 164 bulbs.

Tom Harris, President of the Times Square Alliance, **Jeffrey Straus**, President of Countdown Entertainment, co-organizers of Times Square New Year's Eve, and **James Bell**, Director of Corporate Communications of Kia America, will be on hand to oversee the arrival. For more information, please visit: www.TimesSquareNYC.org.

WHAT: New Year's Eve Numeral Delivery

WHEN: Monday, December 20 at 11:00 a.m.

Media Check-In: 10:30 a.m.

WHERE: Times Square Plaza between 46th and 47th Streets