



**FROM:** TIMES SQUARE NEW YEAR'S EVE  
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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 along with a special performance as part of the annual confetti test on **Wednesday, December 29 at 11:00 a.m., at 1501 Broadway between 43<sup>rd</sup> and 44<sup>th</sup> Street in Times Square.** The colorful event is held in preparation for the release of 3,000 pounds of confetti at midnight on New Year's Eve.

Testing the confetti will be Countdown Entertainment President Jeffrey Straus, Times Square Alliance President Tom Harris, and Jeremy Tucker, Planet Fitness Chief Marketing Officer, along with Bob's Dance Shop.

Additionally, the 3,000 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 (through December 29), the Wishing Wall is located at Times Square's Broadway plazas, between 42nd Street and 47th Streets.

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

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

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

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

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