



**FROM: TIMES SQUARE NEW YEAR'S EVE**

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***FOR IMMEDIATE RELEASE***

**Times Square New Year's Eve Opens Wishing Wall,  
Inviting Public to Write Their Wish for 2022 on Official Event Confetti**

*All Wishes Submitted, Virtually or In-Person, will Appear on Actual Confetti Released  
at Midnight in Times Square on New Year's Eve*

*Virtual Wishes Collected at [www.TSQ.org/Wish](http://www.TSQ.org/Wish)*

**TIMES SQUARE, NY - (December 2, 2021)** – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, along with presenting sponsor, **Planet Fitness**, today unveiled the New Year's Eve Wishing Wall, the best place to kick off celebrations in the lead up to New Year's Eve. The Wishing Wall offers people from around the world the chance to be a part of New Year's Eve in Times Square by writing their wishes for the upcoming year on pieces of confetti that will be released at midnight on New Year's Eve.

"The New Year is a time for people to come together and look ahead with hope for a better future," said **Tom Harris, President of the Times Square Alliance**. "The revelers celebrating safely in Times Square and everyone watching on TV will start the New Year with positivity and joy as they watch the confetti fall, coated in people's wishes and goals for a new year."

"When the Ball drops and the clock strikes midnight on 2021, we will all watch with amazement as a blizzard of confetti blankets the sky filled with the hopes and dreams of people from around the world" said **Jeffrey Straus, President of Countdown Entertainment**. "Submitting a confetti wish gives everyone the ability to be part of the magic that happens on New Year's Eve in Times Square."

"The pandemic has taken a toll on us all and we believe fitness is essential to everyone's lives. My wish for 2022 is that people put their mental and physical health first and make fitness a priority, which will help everyone feel good about themselves through increased confidence and reduced stress," said **Chris Rondeau, Chief Executive Officer at Planet Fitness**. "We're thrilled that the excitement and energy will be back in Times Square to ring in 2022 but invite everyone to join us in the celebration by submitting their wish on a piece of confetti that will soar over Times Square at midnight."

For people visiting Times Square in-person, the Wishing Wall will be located on one of Times Square's Broadway plazas between 42<sup>nd</sup> and 47<sup>th</sup> Streets, every day until December 29 from

11:00 AM – 8:00 PM (not available on Christmas Day, December 25). The Wishing Wall will be available in a safe manner with hand sanitizer and masks if needed.

As in years past, wishes can also be submitted virtually. To participate online, confetti wishes can be shared at the Times Square New Year's Eve Virtual Wishing Wall ([www.TSQ.org/Wish](http://www.TSQ.org/Wish)) or on Twitter and Instagram using the hashtag #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at [www.PlanetFitness.com/confettiwishes](http://www.PlanetFitness.com/confettiwishes).

Each wish collected before December 28 – via the Wishing Wall in Times Square or submitted online – will be printed on a piece of confetti and become part of the 3,000 pounds of confetti released at midnight in Times Square on New Year's Eve.

The highly anticipated festivities will be broadcast for television and internet audiences, and will include a virtual multi-media experience, hosted by Jameston, the owner of One Times Square – home of the iconic New Year's Eve Ball Drop Celebration – with the VNYE app. Through the VNYE app, people from across the globe can explore the virtual world of Times Square, play games, and livestream New Year's Eve celebrations in Times Square and around the world. In 2020, the VNYE app reached more than 3.7 million people worldwide.

### **Vaccination Policy for Times Square New Year's Eve**

As announced in November, this year's Times Square New Year's Eve celebration will safely welcome revelers back to Times Square to watch the Ball Drop in person, with proof of full vaccination and valid photo identification.

For more information on the vaccination policy for in-person revelers, and how to watch all of the action and Times Square New Year's Eve festivities from anywhere, please visit [www.TSQ.org/NYE](http://www.TSQ.org/NYE).

### **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.

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

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

### **Times Square Alliance:**

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### **About Planet Fitness**

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of September 30, 2021, Planet Fitness had more than 15.0 million members and 2,193 stores in 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness

experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.

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