

FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Times Square New Year's Eve Announces Plans for Annual Good Riddance Day

The Public is Encouraged to Virtually Submit Unpleasant 2022 Memories for a Joyous Celebration of What's to Come

Submissions collected at TSQ.org/GoodRiddanceDay or on social media using #GoodRiddanceDay will become part of the live event in Times Square on December 28th

TIMES SQUARE, NY - (December 22, 2022) – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, today announced plans for the 16th annual Good Riddance Day. Every year on December 28th, Good Riddance Day offers the opportunity to say goodbye to any unpleasant, embarrassing, and unwanted memories from the past year and usher in a fresh start for the year to come. This year's Good Riddance Day event offers participants the opportunity to race through the finish line and enter 2023 with hope for a great new year. Good Riddance Day is presented by Netspend, a leading provider of innovative financial services for consumers and businesses

Event organizers are asking the public: has this year felt like a marathon? Have you had to ease past obstacles and jump over hurdles? This year, revelers will celebrate how far we have all come at Good Riddance Day. New this year, participants at the event will express what they've dealt with this year, and then make their way through a miniature obstacle course representing everything they've overcome. At the end, they will break through the finish line with all of Times Square cheering them on.

The public is invited to register in advance at TSQ.org/GoodRiddanceDay to tell what they are saying goodbye to this year. Those who attend in person on December 28 have a chance to win two VIP tickets to the official Times Square New Year's Eve Party.

This year's annual event will take place on **December 28** from **12:00 – 1:00 PM** on the **Broadway plaza between 45th and 46th Streets**. The public is invited to bring their most embarrassing moments, greatest fails, and biggest regrets from 2022 and they will be written down on our official Good Riddance Day forms so they can be discarded before participants break through the finish line into 2023.

Good Riddance Day is inspired by a Latin America tradition in which New Year's revelers stuffed dolls with objects representing bad memories before setting them on fire.

Netspend's mobile accounts help people manage their money and build a better financial future. As part of its involvement in Good Riddance Day, Netspend's mission is to empower people to achieve their financial dreams by providing access to innovative financial services and a wealth of kindness. To help revelers kick off 2023, the public is also invited to enter the "Netspend Wellness Getaway Sweepstakes" for a chance to win a vacation package in the new year to one

of three destinations of their choice: Austin, Texas; Winter Park, Colo., or Tucson, Ariz. Starting Monday, Dec. 26, 2022 through Jan. 8, 2023, enter and see rules [here](#). A total of three grand prize winners will be selected. 18+. US only. Sponsor: Netspend.

Please note: Good Riddance Day is a symbolic event for disposing of singular memories or ideas on our official Good Riddance Day forms that will be provided at the event. It is not a mass disposal event, and we are unable to accommodate requests to securely dispose of items other than our official Good Riddance Day sheets.

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.

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

Times Square Alliance:

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