



**FROM: TIMES SQUARE NEW YEAR'S EVE**  
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*Media Advisory*  
**RSVP Required**



*Four Days Until New Year's Eve*

**New Year's Eve Ball Unveils Special Celebratory Design  
for 2024 Official Times Square Festivities**

*New Bowtie Lighting Pattern to Sparkle Over Times Square on New Year's Eve*

**\*\*RSVP Required. Specific Time Slots Will Be Assigned\*\***

A new lighting display pattern for the Times Square New Year's Eve Ball will be revealed for the first time **on Wednesday, December 27, at One Times Square, just days before the iconic celebration.** This year's celebratory design features a special bowtie pattern created in partnership with Fontainebleau Las Vegas, the globally anticipated luxury resort and casino that opened on the Las Vegas Strip on Dec. 13, 2023.

Fontainebleau Las Vegas and Times Square share a bond with the iconic bowtie. Times Square, once known as "The Bowtie," is formed by two triangles coming together in the shape of a bowtie, while Fontainebleau Las Vegas' ties to the shape harken back to Morris Lapidus, the original architect of sister property Fontainebleau Miami Beach. Lapidus was known for always donning the accessory, the ultimate symbol and statement of luxury, which he incorporated elegantly in his design, and it can now be seen throughout Fontainebleau resorts. The new bowtie lighting pattern shining atop One Times Square reflects the shape of the streets below at the Crossroads of the World. This New Year's Eve, for the first time, after the traditional "New York, New York", the Ball will be re-lit featuring the new bowtie lighting pattern and rise up the pole to reach its perch above the 2024 numerals where the Ball sparkles like a jewel in the sky above Times Square throughout the year.

Fontainebleau Las Vegas is not only bringing the bowtie back to Times Square, but also the legendary singer and songwriter **Paul Anka**, whose ties to the Fontainebleau brand go all the way back to the 1950s at the original property in Miami. He will be performing a new version of his hit song "My Way" and John Lennon's "Imagine" just before the sixty-second countdown to midnight. After midnight, Fontainebleau Las Vegas is adding a special surprise video appearance and performance to honor Fontainebleau's 70th anniversary and the new year, 2024. Prior to midnight, Fontainebleau Las Vegas is providing fun 2024 bowtie-shaped eyeglasses and a commemorative chip to the revelers in Times Square. All attendees at the media event will get a first look at the new celebratory New Year's Eve handouts.

Times Square New Year's Eve co-organizers **Jeffrey Straus** (President of Countdown Entertainment) and **Tom Harris** (President of the Times Square Alliance) will be joined by **Brett Mufson** (President of Fontainebleau Development) and acclaimed singer songwriter **Paul Anka** to lead a 10-second countdown for the lighting of the Ball that will illuminate the grand reveal of the special bowtie design.

**Due to the major redevelopment construction at One Times Square, viewing times will be staggered for media, between 10:30 AM ET and 2:00 PM ET. Press must RSVP in advance to receive a specific call time. Check-in will take place at One Times Square (1475 Broadway between 42<sup>nd</sup> and 43<sup>rd</sup> Streets).**

The New Year's Eve Ball is a geodesic sphere, 12 feet in diameter, and weighs 11,875 pounds. The Ball is covered with a total of 2,688 crystal triangles that vary in size, and range in length from 4 3/4 inches to 5 3/4 inches per side. For more information about the future of One Times Square, visit <https://onetimesquare.com/>.

**WHAT:** Unveiling of the Special Celebratory Bowtie Design of the Times Square New Year's Eve Ball Atop the Roof of One Times Square

**WHO:** Available for interviews:

- **Jeffrey Straus, President, Countdown Entertainment, Co-Organizer of New Year's Eve**
- **Tom Harris, President, Times Square Alliance, Co-Organizer of New Year's Eve**
- **Brett Mufson, President of Fontainebleau Development**
- **Paul Anka, Singer & Songwriter**

**WHEN:** Wednesday, December 27

Viewing opportunities to be assigned, beginning at 10:30 a.m. ET.

**WHERE:** Atop One Times Square (1475 Broadway between 42<sup>nd</sup> and 43<sup>rd</sup> Streets)

**RSVP:** Press **MUST RSVP in advance to [nhaberman@rubenstein.com](mailto:nhaberman@rubenstein.com)**  
**A specific arrival time will be provided upon confirmation of RSVP.**

**\* One Times Square - Additional Construction Requirements:**

*Visitors entering One Times Square will need to wear hard hats, safety vests, appropriate footwear, and sign the building owner's Hold Harmless Agreement prior to taking the elevator to the roof. Hard hats and safety vests will be provided on the ground floor after signing the Hold Harmless Agreement.*

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