



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

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***FOR IMMEDIATE RELEASE***

**Times Square New Year's Eve Unveils Wishing Wall,  
Inviting Public to Write Their Wish for 2026 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, N.Y. - (December 1, 2025)** – As Times Square prepares to welcome revelers for another unforgettable New Year's Eve celebration, the **Times Square Alliance** and **One Times Square**, co-organizers of **Times Square New Year's Eve**, together with presenting sponsor **Planet Fitness**, today introduced the 2026 New Year's Eve Wishing Wall. This beloved annual tradition invites visitors from across the globe to share their hopes for the year ahead by writing them on pieces of confetti that will be released over Times Square at the stroke of midnight on New Year's Eve.

“The New Year is a moment of reflection and renewal, and each wish placed on the Wishing Wall represents optimism for what lies ahead,” said **Tom Harris, President of the Times Square Alliance**. “The confetti of wishes that drops at midnight is another symbol of the spirit that makes Times Square a beacon of hope for people around the world.”

“We're thrilled to be kicking off 2026 strong and helping people feel motivated, confident, and supported at the start of the New Year,” said **Brian Povinelli, Chief Marketing Officer at Planet Fitness**. “There's no better time or more inspiring place to share this message than in Times Square as wishes for the year ahead fall from the sky.”

For people visiting Times Square in-person, the Wishing Wall will be located on the Times Square's Broadway plazas between 45<sup>th</sup> and 47<sup>th</sup> Streets, every day until December 29 from 11:00 a.m. – 8:00 p.m. It will not be available on Christmas Day, December 25.

As in years past, you can also submit your wish virtually. To participate online, your confetti wish can be shared at the Times Square New Year's Eve Virtual Wishing Wall ([www.TSQ.org/](http://www.TSQ.org/)

[Wish](#)). 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 29 via the Wishing Wall in Times Square or submitted online before December 29 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. Any wishes submitted online after December 28 will be printed for the New Year's Eve celebration on December 31 of the following year.

### **About Times Square New Year's Eve**

The Times Square Alliance and One Times Square 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.

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.

### **One Times Square:**

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Follow on Instagram: <https://www.instagram.com/onetimesquarenyc/#>

Follow on Tik Tok: <https://www.tiktok.com/@onetimesquarenyc>

### **Times Square Alliance:**

Like on Facebook: <https://www.facebook.com/timesquarenyc>

Follow on X: <https://twitter.com/timesquarenyc>

Follow on Instagram: <http://instagram.com/TimesSquareNYC>

Follow on Tik Tok: <https://www.tiktok.com/@timesquare.nyc>

### **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 world by number of members and locations. As of September 30, 2025, Planet Fitness had approximately 20.7 million members and 2,795 clubs in all 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico, Australia and Spain. 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 90% of Planet Fitness clubs are owned and operated by independent business men and women.

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