



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

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*Media Advisory*



## *Four Days Until New Year's Eve*

### **Workers Install 288 New Waterford Crystals On Times Square New Year's Eve Ball**

*The new design celebrates the "Gift of Kindness" as the countdown to 2017 continues*

At this annual event, workers with Landmark Signs will install 288 sparkling, new Waterford Crystal triangles featuring this year's "Gift of Kindness" design on the Times Square New Year's Eve Ball, **on Tuesday, December 27, 2016 at 11:00 a.m. at One Times Square (42<sup>nd</sup> Street and Broadway).**

The new "Gift of Kindness" design is a circle of rosettes, symbolizing unity and togetherness, with the fronds reaching out in an expression of kindness. Previous designs in the 10-year "Greatest Gifts" series are the "Gift of Wonder" composed by a faceted starburst inspiring our sense of wonder; the "Gift of Fortitude" consisting of diamond cuts on either side of a crystal pillar representing the resolve, courage and spirit necessary to triumph over adversity; and the remaining 1,824 Waterford Crystal triangles feature the "Gift of Imagination" with a series of wedge cuts that are mirrored reflections of each other inspiring our imagination. The crystals, designed and crafted by Waterford artisans, are each about 3/8" thick, 4.75" to 5.75" in length, and 6.8 ounces in weight, and are custom-designed and built to exacting standards to withstand the stresses of high winds, precipitation and temperature fluctuation that exist 470 feet above Times Square.

For more information, please visit [www.timessquarenyc.org](http://www.timessquarenyc.org)

**WHAT:** Installation of 288 Sparkling New Waterford Crystal Triangles on the Times Square New Year's Eve Ball atop Roof of One Times Square

**WHO:** Available for interviews:

- Tom Brennan, Master Artisan, Fiskars Living
- Jeffrey Straus, President, Countdown Entertainment, Co-Producer of New Year's Eve
- Tim Tompkins, President, Times Square Alliance, Co-Producer of New Year's Eve

**WHEN:** Tuesday, December 27, 2016 at 11 a.m.  
Media check-in 10:30 a.m.

**WHERE:** Atop One Times Square (42<sup>nd</sup> Street and Broadway)  
Enter through the Walgreen's on 7<sup>th</sup> Avenue between 42<sup>nd</sup> and 43<sup>rd</sup> Streets