



**FROM:** TIMES SQUARE NEW YEAR'S EVE  
Rubenstein  
Nancy Haberman, [nhaberman@rubenstein.com](mailto:nhaberman@rubenstein.com) or (O) 212-843-8021, (C) 917-881-0635

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*Media Advisory*



## *One Day Until New Year's Eve*

### **New Year's Eve Ball Tested Before Official Times Square Celebration**

*Co-Organizers and SAFA Flip Switch to Illuminate and Raise 11,875-Pound Ball*

In final preparation for New Year's Eve, the iconic Times Square New Year's Eve Ball will be lit and sent up the 130-foot pole atop One Times Square on **Sunday, December 30 at 12:00 p.m. (Enter One Times Square through Walgreens on 7th Avenue between 42nd and 43rd Streets.)**

Event co-organizers **Tim Tompkins**, President of the Times Square Alliance, and **Jeffrey Straus**, President of Countdown Entertainment, along with **Peter Zhang**, President of the Sino-American Friendship Association, will flip the giant switch to initiate the spectacular, kaleidoscope lighting effects, illuminated by 32,256 energy efficient LEDs and enhanced by 2,688 Waterford Crystal triangles.

The Ball is capable of displaying a palette of more than 16 million vibrant colors and billions of patterns that creates the spectacular kaleidoscope effect atop One Times Square.

New Year's Eve 2019 represents the first time that the Sino-American Friendship Association will serve as the official lighting partner of Times Square New Year's Eve, with a feature of Chongqing, China. This year also marks the eighth consecutive year that the Sino-American Friendship Association is an official partner, making the New Year's Eve in Times Square tradition a brilliant spectacle for the world to remember while introducing Chinese culture.

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

**WHAT:** New Year's Eve Ball Test

**WHEN:** Sunday, December 30, at 12:00 p.m.  
Press check-in: 11:30 a.m.

**WHERE:** One Times Square (42<sup>nd</sup> Street and Broadway)  
Enter through Walgreens on 7th Avenue between 42<sup>nd</sup> and 43<sup>rd</sup> Streets.

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