



FROM: TIMES SQUARE NEW YEAR'S EVE

CONTACT: Rubenstein
Kyle Sklerov (212) 843-8486, ksklerov@rubenstein.com
Kristen Bothwell (212) 843-9227, kbothwell@rubenstein.com

FOR IMMEDIATE RELEASE

**HEALTH, HAPPINESS, LOVE, SUCCESS & WEALTH
TOP TIMES SQUARE WISHES FOR NEW YEAR'S EVE**

**WISHES RELATED TO SELF OUTWEIGH THOSE FOR LOVED ONES AND THE
WORLD AT LARGE**

Over 5,500 wishes from 83 countries and all 50 states analyzed for common themes; number of online wishes tops 80,000 to date, with six days still to go before they are printed and released in Times Square on New Year's Eve

NEW YORK - December 26, 2019 – 2020 may be the year of self-care as wishes related to self and for Health, Happiness, and Love emerge as the most popular wishes of people around the world, according to an analysis of New Year's Eve wishes submitted so far.

The Times Square Alliance and Countdown Entertainment today announced the top seven themes of wishes for 2020, findings that are based on an initial analysis of the first 5,500 wishes submitted online from six continents, representing 83 countries and all 50 states

“From the wondrous (“to reach our dreams”) to the wacky (“I wish for \$87 million dollars”) to the downright improbable (that the “subway lines run without delays”), we’ve looked deep into the collective psyche of the world’s wishes and discerned some patterns for 2019,” **said Tim Tompkins, President of the Times Square Alliance**. “After all, the New Year is about new beginnings, and this is people’s chance to wish for something that has not yet come to pass.”

“Writing your wish on a piece of confetti is one of the most unique and wonderful ways to be part of the Times Square New Year’s Eve celebration,” **said Jeffrey Straus, President of Countdown Entertainment**. “When the Ball drops, we all unite in a singular moment of celebration as a blizzard of colorful confetti fills the sky with the hopes and dreams of people from across the globe floating down on the revelers below.”

Top Seven Themes

This year, Health emerged as the top theme of wishes for 2020, beating out, and swapping spots in the rankings with, last year's top theme of Happiness. Also new to the top seven themes was wealth, coming in fifth.

- **Health (18%)** topped the list of the wishes, including:
 - *"Health! Health! Health! Body, mind, heart, Earth."* – Sandra, New York
 - *"Health for my family and friends and enemies. There's nothing without health."* – Bill, Ohio
- **Happiness (16%)** came next, including:
 - *"I wish to make myself happy this year."* – Stephanie, Florida
 - *"I wish that everyone around me is happy."* – Clyde, Texas
- **Love (15%)** was third, including:
 - *"I wish for my boyfriend to propose and for us to have a happy and healthy relationship!"* – Kristen, South Carolina
 - *"To find my soul mate and be happy together."* – Judy, New Mexico
- **Success/Professional Advancement (12%)** was fourth, including:
 - *"To graduate as a Registered Nurse in December 2020!"* – Kelly, Oklahoma
 - *"Good grades in college this year:)"* – Meghan, South Dakota
- **Wealth (8%)**, a newcomer to this year's top themes, was fifth, including:
 - *"I wish for \$87 million dollars."* – Melody, Florida
 - *"I wish for financial discipline and stability in the new year."* – Candice, New York
- **Peace (5%)**, a perennial for those thinking beyond their immediate friends and family, was sixth, including:
 - *"Peace and prosperity for everyone."* - Shonda, Idaho
 - *"Peace on earth, goodwill to all."* - Susie, Nebraska
- **Self-Improvement (5%)**, the wishes of people imagined in themselves the change they want to see in 2020, came seventh, including:
 - *"This year may our desire to reach our dreams override the obstacles that try to stop us."* – Traci, Mississippi
 - *"I wish to keep growing, learning, healing and find new dreams to chase."* – Elda, Mexico

Wishes for Self were first, then for Loved Ones, then for the World at Large

56% of wishes were ones people expressed for themselves (e.g., happiness, a job, self-improvement), 30% were for love ones (e.g., family, friends), and 14% were for other topics generally (e.g., peace, end of hunger, etc.).

Unusual and Unique Wishes

There's no shortage of distinctive and wacky wishes, as always. Here are just a few so far:

- *“I would love to have what teeth I have left pulled and dentures!”* – Kathy, North Carolina
- *“Joy, health and love to our beautiful animals; Stan, Cap, Nola, MaoMao and Clancy. Xxx”* – Allison, Australia
- *“I wish I was a robot”* – Brysen, Georgia
- *“A little peck on the lips on Bon Jovi”* – Camila, Brazil
- *“May the 1, 2, 3, 4, 5, 6, 7, A, C, E, B, D, F, M, G, J, Z, L, N, Q, R, W Subway Lines run without delays and Peace on Earth”* – Jacob, Pennsylvania
- *“all pigeons wear hats”* – Alexa, Canada

Organizers noted that people still have time to submit wishes for 2020 by visiting the Wishing Wall, located at Times Square’s Broadway plaza between 46th and 47th Streets, every day until December 29 from 11:00 AM – 8:00 PM. For those who want to be included in the celebration but are unable to visit the Wishing Wall in Times Square, wishes can also be shared online at the Times Square New Year’s Eve Virtual Wishing Wall (www.TSq.org/wish) or on Twitter and Instagram using #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness collects wishes online at www.PlanetFitness.com/confettiwishes.

Each wish collected online before December 29th will be printed on a piece of confetti and added to those submitted at the Wishing Wall in Times Square to become part of the 3,000 pounds of confetti released at midnight over the one million revelers celebrating in Times Square on New Year’s Eve.

The New Year’s Eve Wishing Wall is one of the flagship attractions for visitors of Times Square, offering people from around the corner and the world the opportunity to be a part of New Year’s Eve in Times Square by writing their wishes for the upcoming year on the actual confetti that will be released at midnight on New Year’s Eve.

Attached Graphic: Word Cloud from Online Wishes

The Times Square Alliance produced a Word Cloud of the most common words which appeared in the 5,500+ wishes analyzed, which is attached and can be used as a graphic accompanying articles about this release. (Note that the top words which appeared vary slightly from the top themes because of the nature of the algorithm that creates a Word Cloud). The top words, in order, are Happy/Happiness, Health/Healthy, Love, Family, Good, Peace, Life, Get, Will, Find, and Want.

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:

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

Follow on Twitter: <https://twitter.com/timessquarenyc>

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

###