



FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Times Square New Year's Eve to Host Annual Good Riddance Day

Public is encouraged to destroy unpleasant, embarrassing, and forgettable memories from the previous year

Event includes a public contest offering the chance to win once-in-a-lifetime New Year's Eve experience

TIMES SQUARE, NY - (December 5, 2019) – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, today announced plans for the 13th annual Good Riddance Day, a public opportunity to toss, shred, and smash any unpleasant, embarrassing, and unwanted memories from the past year – be it an old remnant of an ex, the medical bill that was finally paid off, old study guides from a particularly onerous class, or something else entirely. The event will be held on Saturday, December 28, from 12:00 p.m. to 1:00 p.m., on the Broadway Plaza between 45th and 46th Streets in Times Square.

One lucky participant at the event on December 28th with the most unique story will be selected to win two tickets to see *Mean Girls* on Broadway.

“Good Riddance Day gives us a chance to refresh before we head into the new year by getting rid of any remaining frustration and negativity from the past,” said **Tim Tompkins, President of the Times Square Alliance**. “We encourage people to join us in Times Square, or by submitting online, as we say good bye to last year's unwanted memories.”

“Good Riddance Day is a great opportunity to enter the new year with a clean slate,” said **Jeffrey Straus, President of Countdown Entertainment**. “All are invited to shred, destroy, and vanquish their negative memories of 2019.”

In addition to the event date and day of event prize, organizers also announced a new online contest that allows people from all around the world to get in on the destruction. The [contest](#), which begins today, invites participants to share, via written submission, the item from 2019 that

they would most like to get rid of, for the chance to win a once-in-a-lifetime New Year's Eve experience.

The online contest will be open for submissions today through December 20. Submissions will be accepted at www.TSQ.org/GoodRiddanceDay.

One winner will be selected from all of the submissions and will receive a once-in-a-lifetime New Year's Eve experience, including two tickets to an up close and personal visit with the actual New Year's Eve Ball, and two tickets to the official, exclusive Times Square New Year's Eve party.

Good Riddance Day is inspired by a Latin American tradition in which New Year's revelers stuffed dolls with objects representing bad memories before setting them on fire.

The Times Square Alliance and Countdown Entertainment are the co-organizers of Times Square New Year's Eve. For more information, please visit TimesSquareNYC.org/NewYearsEve.

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.

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