



FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Times Square New Year's Eve Wishing Wall Opens, Offering Public the Chance to Write Their Wish for 2021 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

TIMES SQUARE, NY - (December 3, 2020) – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, along with presenting sponsor, **Planet Fitness**, today opened the New Year's Eve Wishing Wall, offering people from around the world the opportunity to write a wish for the new year on the actual confetti that will be released at midnight on New Year's Eve.

As in years past, and especially important for 2020, wishes can be submitted virtually, as well as in-person. To participate online, confetti wishes can be shared at the Times Square New Year's Eve Virtual Wishing Wall (www.TSq.org/Wish) or on Twitter and Instagram using the hashtag #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes.

“In an unprecedented year, the Wishing Wall gives us a moment to look forward with hope for a better future,” said **Tim Tompkins, President of the Times Square Alliance**. “Confetti wishes will rain down for all the world to see as we thankfully turn the page on 2020 and enter 2021 with joy and optimism.”

For people visiting Times Square in-person, the Wishing Wall will be located on one of Times Square's Broadway plazas between 42nd and 47th Streets, every day until December 29 from 11:00 AM – 8:00 PM (not available on Christmas Day, December 25). The Wishing Wall will be available in a safe, socially distanced manner.

“When the Ball drops and the clock strikes midnight on 2021, we will all watch with amazement as a blizzard of confetti blankets the sky filled with the hopes and dreams of people from around the world” said **Jeffrey Straus, President of Countdown Entertainment**. “I wish everyone a happy and healthy New Year.”

“The past year has been challenging for so many, and we’re all looking forward to ringing in 2021 and making our goals and wishes for the future come true,” said **Chris Rondeau, Chief Executive Officer at Planet Fitness**. “We invite everyone to submit their wishes virtually, then watch them fly through Times Square at midnight on New Year’s Eve as we look forward to celebrating a Judgement Free 2021.”

Each wish collected before December 29th – via the Wishing Wall in Times Square or submitted online – will be printed on a piece of confetti and become part of the 2,000 pounds of confetti released at midnight in Times Square on New Year’s Eve.

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/timesquarenyc>

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

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

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 United States by number of members and locations. As of September 30, 2019, Planet Fitness had more than 14.1 million members and 1,899 stores in 50 states, the District of Columbia, Puerto Rico, Canada, the Dominican Republic, Panama, and Mexico. 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 95% of Planet Fitness stores are owned and operated by independent business men and women.

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