



FROM: TIMES SQUARE NEW YEAR'S EVE

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Media Advisory
RSVP Required



One Day Until New Year's Eve

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

Carnival Cruise Line's Senior Vice President of Guest Operations Sarah Beth Reno Will Be Joined By National Medal of Honor Museum Foundation President and CEO Chris Cassidy and Medal of Honor Recipient Colonel Jack Jacobs to Flip Switch to Illuminate and Raise 11,875-Pound Ball

RSVP Required. Specific Time Slots Will Be Assigned

In final preparation for New Year's Eve, the iconic Times Square New Year's Eve Ball will be illuminated and sent up the 139-foot pole atop **One Times Square on Monday, December 30th.**

Due to the major redevelopment construction at One Times Square, viewing times will be staggered for media, beginning at 12:00 PM ET. Press must RSVP in advance to receive a specific call time. Check-in will take place outside of One Times Square on 42nd Street and Broadway, on the North side of the street.

Event co-organizers **Jeffrey Straus**, President of Countdown Entertainment, **Sherri White**, Executive, Jamestown and One Times Square, and **Tom Harris**, President of the Times Square Alliance, will be joined by **Sarah Beth Reno**, Carnival Cruise Line Senior Vice President of Guest Operations, as well as **Chris Cassidy**, National Medal of Honor Museum Foundation President and CEO. **Colonel Jack Jacobs**, a Medal of Honor Recipient, will flip the giant switch to initiate the spectacular, kaleidoscope lighting effects, illuminated by 32,256 energy efficient LEDs and enhanced by 2,688 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.

Carnival Cruise Line is the official cruise line sponsor of the Times Square New Year's Eve Celebration. As part of Carnival's commitment to support active military members, veterans and their families, they are proud to serve as a founding partner of the National Medal of Honor Museum, which is set to open in Arlington, Texas in March 2025.

For more information about Times Square New Year's Eve, please visit www.TSQ.org/NYE.

WHAT: New Year's Eve Ball Test

WHEN: Monday, December 30
Viewing opportunities to be assigned, beginning at 12:00 PM ET.

WHERE: Atop One Times Square - Meet staff on 42nd Street and Broadway outside of One Times Square, on the North side of the street

RSVP: Press **MUST RSVP in advance to nhaberman@rubenstein.com**
Upon confirmation of RSVP, a specific arrival time will be provided.

**** One Times Square - Additional Construction Requirements:***

Visitors entering One Times Square will need to wear hard hats, safety vests, appropriate footwear, and sign the building owner's Hold Harmless Agreement prior to taking the elevator to the roof. Hard hats and safety vests will be provided on the ground floor after signing the Hold Harmless Agreement.

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