



FROM: TIMES SQUARE NEW YEAR'S EVE

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Media Advisory



Two Days Until New Year's Eve

**New Year's Eve Organizers and Presenting Sponsor Planet Fitness Test
Air Worthiness of Confetti in Times Square**

The Times Square Alliance, One Times Square, and Countdown Entertainment, the co-organizers of Times Square New Year's Eve, along with presenting sponsor Planet Fitness, will release multicolored confetti from the Planet Fitness Center Stage on **Sunday, December 29 at 11:00 a.m., at the Broadway Plaza between 45th and 46th Streets in Times Square.** The colorful event is held in preparation for the release of 3,000 pounds of confetti at midnight on New Year's Eve.

Testing the confetti will be Countdown Entertainment President **Jeffrey Straus**, Alliance President **Tom Harris**, and Planet Fitness Chief Brand Officer **Jamie Medeiros** with help from the Planet Fitness ambassadors.

The 3,000 pounds of confetti released on New Year's Eve will include thousands of wishes from individuals who have submitted them on actual confetti at the New Year's Eve Wishing Wall in Times Square and via the [Virtual Wishing Wall](#). Following the Confetti Test, the Wishing Wall will be located on the same block for individuals to submit additional wishes. Throughout December (through December 29), the Wishing Wall is located at Times Square's Broadway plazas between 45th and 47th Streets.

WHAT: New Year's Eve Confetti Test

WHEN: Sunday, December 29 at 11:00 a.m.
Press check-in: 10:30 a.m.

WHERE: Planet Fitness Center Stage
Broadway Plaza between 45th and 46th Streets

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