



**FROM: TIMES SQUARE NEW YEAR'S EVE**  
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*Media Advisory*  
**RSVP Required**



*Four Days Until New Year's Eve*

**Times Square New Year's Eve Ball Unveiled: CleanBoss Co-Founders Joy Mangano and Pitbull To Clean and Install Final Crystals in time for the 2025 Ball Drop Celebration**

*CleanBoss to Serve as Official Cleaning Partner of One Times Square*

**\*\*RSVP Required. Specific Time Slots Will Be Assigned\*\***

CleanBoss co-founders Joy Mangano and Pitbull will join the co-organizers of Times Square New Year's Eve to help install newly designed Crystal Triangles on the New Year's Eve Ball **on Friday, December 27, at One Times Square, just days before the iconic celebration.**

CleanBoss, an innovative cleaning brand developing non-toxic products that are better for people and the planet, will serve as the cleaning partner of One Times Square, the home of the New Year's Eve Ball. At the Crystal Installation, Mangano, a renowned inventor, and Pitbull, a GRAMMY®-winning artist and entrepreneur, will celebrate a healthy start to the new year with CleanBoss's powerful botanical cleaning products and what's to come at One Times Square, which is announcing its opening in 2025.

**Due to the major redevelopment construction at One Times Square, viewing times will be staggered for media, between 10:00 AM ET and 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.**

The New Year's Eve Ball is a geodesic sphere, 12 feet in diameter, and weighs 11,875 pounds. The Ball is covered with a total of 2,688 crystal triangles that vary in size, and range in length from 4 3/4 inches to 5 3/4 inches per side. For Times Square 2025, all 2,688 crystal triangles that adorn the Ball will be replaced for this New Year's Eve celebration, showcasing one of two special patterns that highlight what's to come at One Times Square.

For more information about the future of One Times Square, visit <https://onetimesquare.com/>.

**WHAT:** Installation of New 2025 Crystal Triangles on the Times Square New Year's Eve Ball atop the roof of One Times Square with special guests Pitbull and Joy Mangano

**WHO:** Available for interviews:

- Pitbull, Rapper & Singer-Songwriter and Co-Founder of CleanBoss
- Joy Mangano, Founder, of CleanBoss
- Michael Phillips, President, Jamestown, the owner of One Times Square
- Sherri White, Executive, Jamestown and One Times Square, Co-Organizer of New Year's Eve
- Tom Harris, President, Times Square Alliance, Co-Organizer of New Year's Eve
- Jeffrey Straus, President, Countdown Entertainment, Co-Organizer of New Year's Eve

**WHEN:** Friday, December 27

Viewing opportunities to be assigned, beginning at 10:00 a.m. 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](mailto:nhaberman@rubenstein.com)**  
**A specific arrival time will be provided upon confirmation of RSVP.**

***\* 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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