



FROM: TIMES SQUARE NEW YEAR'S EVE
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Media Advisory

13 Days to New Year's Eve

NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE

**Thursday, December 18
11:00 a.m.**

Thirteen days before the highly anticipated December 31 Times Square New Year's Eve celebrations, the giant, seven-foot-tall numerals for "2026" will arrive in Times Square on the **Broadway Plaza between 46th and 47th Streets on Thursday, December 18 at 11:00 a.m.**

The numerals will stay on the plaza and members of the public will have the opportunity to take photos with them until 7:00 a.m. on Tuesday, December 23. Afterwards, the numerals will take a short rest before being placed atop One Times Square, officially completing the "2-0-2-6" sign that will light up at midnight on December 31.

Sherri White, Executive of Jamestown—owner of [One Times Square](#), **Tom Harris**, President of the Times Square Alliance, Co-Organizers of Times Square New Year's Eve, **Jeffrey Straus**, President of Countdown Entertainment, Executive Producer of Times Square New Year's Eve, and **George Kennedy**, Product & Technology Communications Manager at Kia America, will be on hand to oversee the arrival. For more information, please visit: www.TimesSquareNYC.org.

WHAT: New Year's Eve Numeral Arrival

WHEN: Thursday, December 18 at 11:00 a.m.
Media Check-In: 10:30 a.m.

WHERE: Broadway Plaza between 46th and 47th Streets

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