

Times Square New Year's Eve Announces Global Citizen As The Official Charitable Partner For NYE 2016

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Iconic New Year's Celebration Partners with Global Citizen to mark the 2016 kick-off of the United Nations Global Goals for Sustainable Development

New York, NY (December 8, 2015) – Times Square Alliance and Countdown Entertainment, co-organizers of **Times Square New Year's Eve**, today announced a partnership with Global Citizen, the online platform used to educate the general public about the issues of extreme poverty and motivate individuals to take action and create change. The partnership supports the United Nations Global Goals for Sustainable Development and will further the movement to end extreme poverty by 2030.

"The New Year is often a time about new beginnings, and committing to change either in one's personal life or in the world at large," said **Tim Tompkins, President of the Times Square Alliance**. "So for us, partnering with Global Citizen to support the United Nations Global Goals for Sustainable Development is a perfect way to start the New Year. We hope that people worldwide will make one of their New Year's resolutions to support those goals and, in the process, to wish for a better world."

"As we countdown the final seconds of the year, the revelers in Times Square are joined by more than a billion viewers around the world in a global celebration filled with hope for the future," said **Jeff Straus, President of Countdown Entertainment**. "We encourage everyone participating in this global celebration to become Global Citizens committed to improving our world."

"2016 is an incredibly important year seeing world leaders come together to make good on their commitment to adopt the UN Global Goals for Sustainable Development." said **Hugh Evans, CEO of the Global Poverty Project**. "We are honoured to stand with the Times Square Alliance and Countdown Entertainment to celebrate 2016's opportunity to effect real change around the world and reach our goal of ending extreme poverty by 2030."

Global Citizen is offering users a chance to win two tickets to the official Times Square New Year's Eve VIP party at the Hard Rock Cafe through Global Citizen rewards program. Entries are available to anyone who signs up at GlobalCitizen.org, takes action on the website, and enters at <https://www.globalcitizen.org/en/artists/time-square-alliance-vip-new-years-eve/>. The contest closes at 11:59 p.m. EST on Dec. 22, 2015. The winner will be notified by email. Global Citizen hosts the Global Citizen Festival, which has taken place every year since 2012 on the Great Lawn of New York's Central Park to coincide with the United Nations General Assembly.

About Global Citizen:

Global Citizen is a content and campaigning platform where people can learn about and take action on the world's biggest issues. Global Citizen works in partnership with and supports some of the most effective organizations working to end extreme poverty. Committed to providing the most interesting stories, effective actions and powerful campaigns, Global Citizen aims to unlock the power of every individual to play his or her part in the movement to end extreme poverty in the next 15 years. For more information, visit GlobalCitizen.org and follow @GlbCtzn Twitter, Facebook and Instagram using #GlobalCitizen.

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.

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