

For Immediate Release

**The Times Square Alliance and OUTFRONT Media Launch a New Campaign, *Make Up for Lost Time*, to Welcome New Yorkers and Visitors Back to Times Square**

*The new campaign will be featured on five screens in Times Square starting on March 15*

**(Times Square, N.Y. - March 15, 2022)** The Times Square Alliance and OUTFRONT Media Inc. (NYSE: [OUT](#)) reveals a new campaign titled *Make Up for Lost Time in Times Square* to welcome back New Yorkers, office workers, commuters, and tourists to the Crossroads of the World.

Launching just as many restrictions have been lifted for entertainment venues and restaurants in New York City, this campaign highlights the experiences people have missed over the last two years, and encourages both tourists and New Yorkers to take in all that Times Square has to offer. The campaign showcases the best of Times Square including Broadway shows, restaurants, experiential retail and entertainment venues plus what's NEW in the Theater District including many businesses that have boldly opened in Times Square during the pandemic.

The bold and colorful graphics created by artist Zipeng Zhu and designed for the screens by OUTFRONT Studios, will be displayed on five screens throughout Times Square, and on a banner at the top of the iconic Red Steps. These vibrant layouts invite onlookers to browse curated guides that showcase the best of Times Square's restaurants, shops, attractions, and new businesses, hosted on the Times Square Alliance website at [TSQ.org/LostTime](https://TSQ.org/LostTime).

While Times Square was deeply impacted at the height of the pandemic, New Yorkers and visitors are returning ever since with pedestrian counts rebounding close to 300,000 per day in mid-February 2022. The Alliance has provided programming in the public spaces to celebrate and promote local businesses through Taste of Times Square Week, free outdoor concerts, public art, and much more. This programming will kick off again this spring and run through the summer.

Times Square has welcomed bold new businesses throughout the pandemic including RiseNY, Jasmine's Caribbean Cuisine, M Social, All' Antico Vinaio, Prime Catch, COOK Eatery and Krispy Kreme which makes the landscape of Times Square ripe for new exploration for office workers and visitors to New York City. Throughout March and April the district will also welcome 15 new Broadway shows.

"The men and women of Times Square Alliance have been on the ground keeping Times Square clean and safe throughout the pandemic and we are ready for New Yorkers and visitors' return," said **Tom Harris, President of the Times Square Alliance**. "This campaign celebrates the resilience of our businesses who have made it through, applauds those who boldly opened during the pandemic, and rejoices as new Broadway shows start performances each week."

"OUTFRONT is proud to partner with the Times Square Alliance to welcome back New Yorkers and tourists to our crossroads of the world with this highly engaging campaign. Times Square is an iconic destination where brands come to life and where New York happens. It's also a moment that lives on through experiences, media, and shared across social channels," said **Victoria Mottesheard, VP, Marketing NY/East Region**

"*Make Up for Lost Time* is a campaign to celebrate our Time Square. For this campaign, I decided to create a dynamic graphic that features all the wonderful and iconic moments from Times Square," said artist Zipeng Zhu. "Each part of the graphic is a combination of fun illustrations, bold colors and dazzling patterns with all the parts together to paint a stunning image of the Times Square that we all love so much."

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## **About the Times Square Alliance**

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. [TSQ.org](http://TSQ.org)

## **About OUTFRONT Media Inc.**

OUTFRONT leverages the power of technology, location and creativity to connect brands with consumers outside of their homes through one of the largest and most diverse sets of billboard, transit, and mobile assets in North America. Through its technology platform, OUTFRONT will fundamentally change the ways advertisers engage audiences on-the-go.

### **Media Contacts:**

Courtney Richards  
OUTFRONT Media  
Senior PR & Events Specialist  
(646) 876-9404  
[courtney.richards@OUTFRONT.com](mailto:courtney.richards@OUTFRONT.com)

TJ Witham  
Times Square Alliance  
Vice President, Communications  
(212) 452-5234  
[tjwitham@tsq.org](mailto:tjwitham@tsq.org)

Shin-Jung Hong  
Nicholas & Lence Communications  
Senior Vice President  
(212) 938-0005  
[shinjung@nicholaslence.com](mailto:shinjung@nicholaslence.com)

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