

## The Times Square Alliance and OUTFRONT Media Launch a New Campaign, *Times Square is for Families*, to Showcase Activities and Events for Families and Kids in Times Square

*The new campaign will be featured on five digital billboards in Times Square starting on September 5*



(Photos courtesy of OUTFRONT Media photographer Nicolas Cerezo - more photos and video can be found [here](#))

**(Times Square, N.Y. - September 7, 2022)** The Times Square Alliance and OUTFRONT Media Inc. (NYSE: [OUT](#)) reveal a new campaign titled *Times Square is for Families* to welcome both local and visiting families to the Crossroads of the World.

Launching as summer ends and many children are returning to school, the campaign highlights kid-friendly activities, and experiences in Times Square, and encourages families to explore restaurants, shops, theater, and other events tailored just for kids. The campaign showcases both well-known attractions and off-the-beaten-path establishments like children’s theater, family-style dining, and special kids’ shops, as well as free outdoor events and concerts on the Times Square plazas.

The creative, featuring photos of families and kids on the Times Square plazas and designed for the screens by OUTFRONT Studios, the company’s in-house boutique creative agency, will be displayed on five of OUTFRONT’s spectacular screens. These playful photos and colorful graphics invite onlookers to browse a curated “Family Fun Guide” hosted on the Times Square Alliance website at [TSQ.org/Families](https://TSQ.org/Families).

While Times Square was deeply impacted at the height of the pandemic, this summer the area saw New Yorkers and visitors returning in full force. Pedestrian counts have risen consistently to over 370,000 people per day, matching and on some days exceeding pre-pandemic counts. Adding to all that buzz, the Alliance has provided programming and events in the public spaces including art installations, outdoor dance, fitness, and art classes, along with live music and concerts from the heart of the Times Square plazas. These events are free and open to the public and will continue to run four days a week through the end of September.

The campaign will be displayed on Times Square screens through October 2, paired with a digital extension of the campaign on the Times Square Alliance’s social media (@TimesSquareNYC). The campaign will highlight a slew of Times Square businesses and encourage families to browse activities like spending time at events on Times Square’s iconic plazas, sharing a family-style meal at local restaurants, taking in a Broadway show or attending a theater production for young audiences, browsing over-the-top kids’ shops, and much more.

“Times Square has come alive this summer with an average of close to 370,000 people per day in the month of July and with summer vacations winding down we are thrilled to invite children and families to see what Times Square has to offer just for them,” said **Tom Harris, President of the Times Square Alliance**. “We also want to make it easier for the thousands of visitors who continue to come to Times Square to find all the family friendly options and plan their visit with ease. OUTFRONT has been a tremendous partner in getting this message to the people in Times Square and we’ll be committed to getting to as many people in the world through our digital channels.”

“Times Square is the pinnacle entertainment hub in the US and a major economic driver in New York City. We are excited to partner with the Times Square Alliance in bringing this campaign to life on our spectacular signage, and supporting the entertainment and social sharing mecca that families seek for memorable experiences,” said **Doug Cordova, VP, Times Square Sales at OUTFRONT**.

For photo and video assets of this campaign live in Times Square, please click [here](#).

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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.

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