



FROM: TIMES SQUARE NEW YEAR'S EVE

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Media Advisory

11 Days to New Year's Eve

***NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE
After coast-to-coast tour with the Kia EV9 SUV***

**Wednesday, December 20
11:00 a.m.**

Eleven days before the highly anticipated December 31 Times Square New Year's Eve celebrations, the giant, seven-foot-tall numerals for "2024" will arrive in Times Square on the **Broadway Plaza between 46th and 47th Streets on Wednesday, December 20 at 11:00 a.m.**

The famous numerals will arrive after being transported on a cross-country trip by the 2024 Kia EV9. The coast-to-coast tour started at the Kia Forum in Los Angeles, California and visited holiday events in Tucson, Arizona and Philadelphia, Pennsylvania, giving people across the country an opportunity to cheer the arrival of 2024.

The numerals will stay on the plaza and members of the public will have the opportunity to take photos with them through 11:00 a.m. on Friday, December 22. Afterwards, the numerals will take a short rest before being placed atop One Times Square, officially completing the "2-0-2-4" sign that will light up at midnight on December 31.

The four numerals use a total of 588 energy efficient LED bulbs; the numeral "2" contains 145 bulbs, the "0" contains 164 bulbs, and the "4" contains 134 bulbs.

Tom Harris, President of the Times Square Alliance, **Jeffrey Straus**, President of Countdown Entertainment, co-organizers of Times Square New Year's Eve, and **James Bell**, Director of Corporate Communications of Kia America, will be on hand to oversee the arrival. For more information, please visit: www.TimesSquareNYC.org.

WHAT: New Year's Eve Numeral Delivery

WHEN: Wednesday, December 20 at 11:00 a.m.
Media Check-In: 10:30 a.m.

WHERE: Broadway Plaza between 46th and 47th Streets

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