



FROM: TIMES SQUARE NEW YEAR'S EVE

Rubenstein

Nancy Haberman, nhaberman@rubenstein.com or (O) 212-843-8021, (C) 917-881-0635

Media Advisory



Two Days Until New Year's Eve

New Year's Eve Organizers and Presenting Sponsor Planet Fitness Test Air Worthiness of Confetti from the Hard Rock Cafe Marquee in Times Square

NBC "World of Dance" Champions The Lab to Perform

Representatives from the Times Square Alliance and Countdown Entertainment, the co-organizers of Times Square New Year's Eve, along with presenting sponsor Planet Fitness, will release multicolored confetti from the Hard Rock Cafe marquee as part of the annual confetti test on **Saturday, December 29 at 11:00 a.m., at 1501 Broadway between 43rd and 44th Street in Times Square.** The colorful event is held in preparation for the release of 1.5 tons of confetti at midnight on New Year's Eve.

Testing the confetti will be Planet Fitness Vice President of National Marketing Jamie Medeiros, Times Square Alliance President Tim Tompkins, and Countdown Entertainment President Jeffrey Straus, along with members of The Lab dance team.

[Planet Fitness](#), home of the "Judgement Free Zone," is partnering with "World of Dance" Champions [The Lab](#) to inspire everyone to get down and get their grooves on, whether it be a favorite victory dance or an "I just found \$5 in my jeans pocket" fist pump. Everyone is encouraged to "Get Down with Your Judgement Free Self" in 2019 and beyond – and enter the Planet Fitness "Get Down to Win" video contest through December 31 for a chance to win \$10,000. Visit PlanetFitness.com/getdown for official video contest rules and entry forms.

Additionally, the 3,000 pounds of confetti released on New Year's Eve will include thousands of wishes from individuals who have submitted them on actual confetti at the New Year's Eve Wishing Wall in Times Square and via the [Virtual Wishing Wall](#). The Wishing Wall will be brought to the Hard Rock Café for individuals to submit wishes after the Confetti Test. Throughout December, the Wishing Wall is located at Times Square's Broadway plazas, between 46th Street and 47th Streets. Wishes can be submitted every day until December 29.

WHAT: New Year's Eve Confetti Test

WHEN: Saturday, December 29 at 11:00 a.m.
Press check-in: 10:30 a.m.

WHERE: Hard Rock Cafe
1501 Broadway (between 43rd and 44th Street), Times Square

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