



FROM: TIMES SQUARE NEW YEAR'S EVE

Rubenstein

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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**

*Planet Fitness' #StopTheBullfit Bus Tour Kicks Off at Confetti Test, Promising an Interactive
Mobile Experience Designed to Debunk Commonly-held Misconceptions about Fitness*

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 **Sunday, 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 Chief Marketing Officer Jeremy Tucker, Times Square Alliance President Tim Tompkins, and Countdown Entertainment President Jeffrey Straus. Planet Fitness brand ambassadors will also be on hand to help test the confetti and guide passersby to test their strength with a giant "pizza press weight" or take a jaunt on the inspirational elliptical as part of the Planet Fitness #StopTheBullfit bus tour, which aims to encourage all Americans to take that first step towards bettering their health and wellness in the New Year and beyond.

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](#). Following the Confetti Test, the Wishing Wall will be brought to the Hard Rock Cafe for individuals to submit additional wishes. Throughout December, the Wishing Wall is located at Times Square's Broadway plazas, between 42nd Street and 47th Streets. Wishes can be submitted in-person every day except December 25, or online at any time until December 29.

WHAT: New Year's Eve Confetti Test

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

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

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