



FROM: TIMES SQUARE NEW YEAR'S EVE
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Media Advisory



Four Days Until New Year's Eve

**Workers Install 192 New Waterford Crystals
On Times Square New Year's Eve Ball**

New Design Celebrates the "Gift of Happiness"

At this annual event, workers with Landmark Signs will install 192 sparkling, new Waterford Crystal triangles featuring this year's "Gift of Happiness" design on the Times Square New Year's Eve Ball, **on Sunday, December 27 at One Times Square.**

Due to COVID restrictions, viewing times will be staggered for media, between 11:00 AM ET and 2:00 PM ET. Press must RSVP in advance to receive a specific call time. Check-in will take place outside on Broadway between 42nd and 43rd Streets.

The Waterford Crystal New Year's Eve Ball is a geodesic sphere, 12 feet in diameter, and weighs 11,875 pounds. The Ball is covered with a total of 2,688 Waterford Crystal triangles that vary in size, and range in length from 4 3/4 inches to 5 3/4 inches per side. For Times Square 2021, 192 Waterford Crystal triangles introduce the new Gift of Happiness design represented by a sunburst of bright cuts radiating outward like a beautiful sunny day bringing warm smiles and happiness.

**The media opportunity will follow strict social distancing parameters. Attending media must wear masks.*

WHAT: Installation of 192 Sparkling New Waterford Crystal Triangles on the Times Square New Year's Eve Ball atop the roof of One Times Square
Interviews with Waterford Crystal and Master Artisan Tom Brennan will be available virtually.

WHEN: Sunday, December 27
Viewing opportunities to be assigned, beginning at 11:00 AM ET.

WHERE: Atop One Times Square / 42nd Street and Broadway
Enter on Broadway between 42nd and 43rd Streets

RSVP: Press MUST RSVP in advance to nhaberman@rubenstein.com
Once media has RSVP'd, they will be given a specific timeframe in which to arrive and view the Crystal Installation.

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