



FROM: TIMES SQUARE NEW YEAR'S EVE

Contact: Rubenstein
Nancy Haberman, NHaberman@Rubenstein.com or (O) 212-843-8021, (C) 917-881-0635

Media Advisory

10 Days to New Year's Eve

***NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE
After coast-to-coast tour via Kia Sorento***

**Monday, December 21
11:00 a.m.**

Ten days before New Year's Eve, the giant, seven-foot-tall numerals for "2021" will arrive in Times Square on the **Times Square Plaza between 46th and 47th Streets on Monday, December 21 at 11 a.m.** The famous numerals will arrive after being transported on a cross-country trip via the all-new 2021 Kia Sorento. The coast-to-coast tour started in California travelling through Nevada, Arizona, Texas, Louisiana, Mississippi, Alabama, Florida, Georgia, North Carolina, Virginia, Maryland, Pennsylvania, and New Jersey giving people across the country an opportunity to cheer the arrival of 2021!

The numerals will stay on the plaza until noon on December 23 where members of the public will have the opportunity to take photos with them outside in a safe, socially distanced manner. Afterwards, they will take a short rest before being placed atop One Times Square, officially completing the "2-0-2-1" sign that will light up at midnight on December 31.

The four numerals use a total of 526 energy efficient LED bulbs; the numeral "2" contains 145 bulbs, the "0" contains 164 bulbs, and the "1" contains 72 bulbs.

Tim Tompkins, President of the Times Square Alliance, **Michael Phillips**, President of Jamestown, and **Jeffrey Straus**, President of Countdown Entertainment, co-organizers of Times Square New Year's Eve, will be on hand to oversee the arrival. For more information, please visit: www.TimesSquareNYC.org

WHAT: New Year's Eve Numeral Delivery

WHEN: Monday, December 21 at 11:00 a.m.
Media Check-In: 10:30 a.m.

WHERE: Times Square Plaza between 46th and 47th Streets

NOTE: Please RSVP in advance to Nancy Haberman (NHaberman@Rubenstein.com) to attend. The photo opportunity will follow strict social distancing parameters. Attending media must wear masks.

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