Love is in the Air From Morning to Midnight in Times Square On Valentine's Day

Release Date: Feb 04, 2015

Surprise Proposals on Times Square Signage; Pop-Up Wedding Ceremonies and Vow Renewals for Long-standing Love; all in front of the Seventh Annual Times Square Valentine Heart

(Times Square, N.Y. – February 2015) This Valentine's Day, thousands of New Yorkers and visitors looking for romance in New York City need look no further than the Crossroads of the World. Real life romance will unfold as lovers surprise their partners with their proposal for marriage on some spectacular Times Square signage. **Proposals will morph into hourly weddings and be capped off with a vow renewal ceremony, on Saturday, February 14 starting at 9 a.m. at 46th Street and Broadway, Times Square.**
For those who have already found their true love, a range of romantic activities are available to you and your beloved:

• Watch six lucky lovers as they are surprised with a Valentine's Day gift that they – and everyone else in Times Square - won't see coming and won't soon forget: a surprise marriage proposal on Times Square iconic signage.
• Nine couples will get hitched on Valentine's Day right in the heart of Times Square. Conducted by licensed NYS officiant, Hollis Kam, ceremonies will take place at 9:30 a.m., 10:30 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m. and every half hour from 2:30 p.m. - 4 p.m. in front of the Seventh Annual Times Square Valentine Heart, "HeartBeat," conceived, designed, and constructed by Stereotank (see below for details).

• And for those who have already said their vows, couples of all ages and backgrounds are invited to profess their love once again at our vow renewal ceremony at 6 p.m. on the Red Steps on Valentine's Day.   If you're in love - you're invited; partners of all ages and backgrounds - whether you are of different religions, races, political stripes, you name it. Wedding attire is welcomed. Register for this FREE event.

As a sponsor of Love in Times Square, Keurig ® will have a presence during the all-day event providing a selection of coffee, tea, and other specialty drink samples.

Additional opportunities for couples looking to celebrate Love in Times Square include the Seventh Annual Times Square Valentine Heart, "HeartBeat" by Stereotank, and the February Midnight Moment, Rafaël Rozendaal's *Much Better Than This*.

"HeartBeat", designed by Brooklyn-based firm Stereotank, is an engagement sculpture that consists of a massive heart glowing to the rhythm of a strong, deep and low frequency heartbeat sound as visitors are encouraged to move around and engage with it by playing various percussion instruments. The audience is invited to come together and creatively play, listen, dance and feel the vibrations of the heart while enjoying the warm pulsating light. In the

emblematic, active, flickering atmosphere of Times Square, HeartBeat orchestrates multiple rhythms into a unique urban concert. The sculpture will be on display until March 8. This is in partnership with The Architectural League of New York. Lighting, sound, and interaction design were provided by Arup. Click here for more details.

Rafaël Rozendaal's *Much Better Than This* creates a vibrant color-blocking profile of individuals sharing a simple glorious kiss to be shown on Times Square's spectacular signage from 11:57 p.m. to midnight each night in February as a part of Midnight Moment, a monthly presentation by The Times Square Advertising Coalition (TSAC) and Times Square Arts. Support provided by the Consulate General of the Netherlands in New York. Click here for more details.

These romantic activities are all part of "Love in Times Square: Do It Here" – a month-long promotion running from February 1-28 in Times Square filled with steamy offers, special shows, and romantic deals designed to keep love hot during the cold winter months. Visit TimesSquareNYC.org/LOVE, follow #LoveTimesSquare or connect with @TimesSquareNYC on Twitter, Facebook and Instagram for further details.

###