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For Immediate Release

LOVE WILL RADIATE FROM TIMES SQUARE ON VALENTINE'S DAY

Two Weddings, Two Surprise Proposals, and a Vow Renewal on the Red Steps

(Times Square, N.Y. – February 7, 2023) On Valentine's Day, New Yorkers and visitors looking for romance in New York City will find it at the Crossroads of the World with **Love in Times Square**. Each year, lovers surprise their partners with marriage proposals under Times Square's iconic American Eagle screen; couples tie the knot on Duffy Square; and New Yorkers and visitors renew their vows on the Red Steps. These real life love stories will unfold in front of the 15th annual Love and Design Competition winner [Love's h|Edge](#) by Almost Studio. This year, Love in Times Square is proudly presented by the Times Square Alliance and **Minted Weddings**, the premium design marketplace helping couples design their forever.

Love in Times Square will follow the below schedule on Valentine's Day:

- 11:00 am – Wedding #1, officiated by a special guest
- 11:30 am – Surprise Proposal #1
- 12:00 pm – Wedding #2, officiated by a special guest
- 12:30 pm – Surprise Proposal #2
- 6:00 pm – Vow Renewal on the Red Steps (Registration: TSQ.org/Vows)

More details about the weddings:

- At 11:00 am the first couple will get hitched right in the heart of Times Square. She is a self-proclaimed "theatre geek" and a passionate lover of Broadway since she was 8 years old. She met her partner during COVID and they have spent many nights in Times Square seeing shows, going to restaurants, and even braving the cold and long hours to celebrate Times Square New Year's Eve. Now, Times Square, the very backdrop to their favorite relationship memories, will be their wedding venue.
- At 12:00 pm a second couple will formalize their union. They met 21 years ago when he auditioned to be in her band. Since then they have been raising two children together in New York City and decided that Times Square was the perfect place to finally tie the knot.

More details about the proposals:

- At 11:30 am and 12:30 pm, a diverse set of lucky lovers, will be 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, featuring a design by South African-based Minted Weddings artist Carmia Jordaan, will appear on Times Square's iconic American Eagle billboard.

Details about the couples will be available onsite at the event and they will be available for interviews after their big moment. Please reach out to TJ Witham at tjwitham@tsq.org for any specific requests.

A Minted Weddings spokesperson will also be available to speak to wedding trends, including elopements and microweddings. Couples look to Minted Weddings to design their forever— the

premium source of wedding goods for design-centric couples helps them uniquely express their personal love stories. Please reach out to minted@laforce.nyc about interview requests.

- Beginning at 6:00 pm, a celebration of love and commitment will take place outside on the iconic Red Steps in Times Square. The ceremony is free and open to people of all ages, genders, religions, races, and backgrounds. Couples will also receive sweet gifts: Raaka's new coconut milk minis and a voucher for Minted Weddings Stationery.

Those interested in attending can register here: TSq.org/Vows.

All of the festivities will overlook and engage with the winner of this year's [15th Annual Love and Design Competition: *Love's h|Edge* by Almost Studio](#). A playful configuration of four heart-shaped hedge rows, *Love's h|Edge* invites visitors to journey through hidden pathways, rose-filled trellises, and heart-shaped interior spaces endearingly termed "Pitter-Patios." Leveraging the theatricality of landscape design, the maze-like installation becomes a stage for exploration, play, and chance encounters.

Much like Times Square itself, *Love's h|Edge* is a dynamic, multi-sensory experience and will evolve over the course of the month. Each day at 1pm, Times Square Arts and Almost Studio will stage a free dedication of freshly cut roses, and visitors will be invited to "Fill Up the Heart" by adding their flowers to the trellises of the Pitter-Patios as a personal acknowledgement and public gesture of love.

For Valentine's Day only, couples and passersby will be able to take their photo in front of a vintage New York City taxi overflowing with bountiful blooms thanks to Minted Weddings. Couples will commemorate Valentine's Day with a photo opportunity budding with love and nostalgia. The sculptural floral installation juxtaposed against the iconic Times Square will be designed by Catherine Dash and Fernando Kabigting.

Footage and images of *Love's h|Edge* can be found [here](#).

Footage and images of the Valentine's Day Love in Times Square events will be available upon request after the event.

While in Times Square for Valentine's Day, we encourage everyone to rediscover their favorite local spots and explore hidden gems offering special menus, gifts, and offers, including Marriott Marquis and Broadway Lounge, Gordan Ramsay's Fish & Chips (recently opened), The New Victory Theater, PS Kitchen, Ellen's Stardust Diner and more. More information can be found at TSQ.org/FebDeals.

Social media:

#LoveTimesSquare

Twitter: @TimesSquareNYC

Instagram: @TimesSquareNYC and @TsqArts

Facebook: @TimesSquareNYC

Tik Tok: @TimesSquare.NYC

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ABOUT TIMES SQUARE ALLIANCE

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the

Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. TSQ.org

ABOUT TIMES SQUARE ARTS

Times Square Arts, the public art program of the Times Square Alliance, collaborates with contemporary artists and cultural institutions to experiment and engage with one of the world's most iconic urban places. Through the Square's electronic billboards, public plazas, vacant areas and popular venues, and the Alliance's own online landscape, Times Square Arts invites leading contemporary creators, such as Mel Chin, Tracey Emin, Jeffrey Gibson, Ryan McGinley, Yoko Ono, and Kehinde Wiley, to help the public see Times Square in new ways. Times Square has always been a place of risk, innovation and creativity, and the Arts Program ensures these qualities remain central to the district's unique identity. TSQ.org/Arts

ABOUT MINTED

Minted is a premium goods marketplace, committed to discovering and fostering the world's untapped creative talent and bringing it to market. The company's wedding, art, stationery, and home furnishings products have reached more than 75 million homes worldwide. Using Minted's crowdsourcing technology, consumers are empowered to vote for the designs they love and want to see sold, ensuring that Minted continuously sells fresh and trend-forward products. The winning designs are manufactured by Minted, enabling artists from around the world to sell their work while letting Minted do the rest. Since launching in 2007, the company has expanded to serve consumers in new categories including wall art, textiles, digital content, and home furnishings. Minted also builds traditional retail distribution for its independent artist community, partnering with major retailers and consumer products brands. The company has raised more than \$300 million from top-tier investors including Benchmark Capital, T. Rowe Price, Permira, Ridge Ventures, Technology Crossover Ventures, and Norwest Venture Partners.

ABOUT ALMOST STUDIO

Almost Studio is a Brooklyn-based design practice established in 2018. Their unique approach considers a successful project as never complete and always becoming: exposing unknown cultural, social, and spatial potential as time passes. In that sense, the process of design and the close-out of construction is simply the starting point of their projects. Focused on process rather than style or typology, Almost Studio challenges commonly held beliefs, conventions, and canons at all project scales. This has led to recognition and publication of many projects including exhibitions, castles, installations, urban design, furniture, fashion runways, residences, storefronts and art festivals. Current and past projects include work with the Ragdale Foundation, Yale University, Museum of Fine Arts Houston, Chloé, Sandy Liang, ArtPrize, Dallas Contemporary, New York Fashion Week, and private residences in New York, Ohio, California, Maine, and Villecien, France.