



FROM: TIMES SQUARE NEW YEAR'S EVE

CONTACT: TJ Witham / Times Square Alliance
212-452-5234 / TJWitham@TimesSquareNYC.org
Kristen Bothwell / Rubenstein
212-843-9227 / KBothwell@Rubenstein.com

FOR IMMEDIATE RELEASE

**Times Square New Year's Eve Unveils Wishing Wall,
Welcoming Public to Write Their Wish for 2023 on Official Event Confetti**

*All Wishes Submitted, Virtually or In-Person, will Appear on Actual Confetti Released
at Midnight in Times Square on New Year's Eve*

Virtual Wishes Collected at www.TSQ.org/Wish

TIMES SQUARE, NY - (December 1, 2022) – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, along with presenting sponsor, **Planet Fitness**, today unveiled the New Year's Eve Wishing Wall, the premier attraction to visit in the lead up to New Year's Eve. The Wishing Wall gives people from around the globe the opportunity to be a part of New Year's Eve in Times Square by writing their wishes for the upcoming year on pieces of confetti that will be released at midnight on New Year's Eve.

“The New Year offers people a unique chance to reflect and simultaneously look forward by defining their goals and dreams for a better future,” said **Tom Harris, President of the Times Square Alliance**. “Revelers celebrating in Times Square and everyone watching on TV will kick off the new year with hope and joy as they watch confetti fall from the sky, filled with people's wishes and aspirations for a new year.”

“When the Ball drops and the clock strikes midnight on 2022, we will all watch with amazement as a blizzard of confetti blankets the sky filled with the hopes and dreams of people from around the world” said **Jeffrey Straus, President of Countdown Entertainment**. “Submitting a confetti wish gives everyone the ability to be part of the magic that happens on New Year's Eve in Times Square.”

“With 2022 coming to a close, now is the perfect time to reflect and celebrate, while prioritizing our physical and mental wellness in the year ahead,” said **Jamie Medeiros, Chief Brand Officer at Planet Fitness**. “There's nothing as exciting as ringing in the New Year in the heart of Times Square, and we invite everyone to help us bring the energy to this iconic evening by submitting your wish on a piece of confetti that will light up the New York sky at midnight.”

For people visiting Times Square in-person, the Wishing Wall will be located on one of Times Square's Broadway plazas between 43rd and 47th Streets, every day until December 29 from 11:00 AM – 8:00 PM (not available on Christmas Day, December 25).

As in years past, wishes can also be submitted virtually. To participate online, confetti wishes can be shared at the Times Square New Year's Eve Virtual Wishing Wall (www.TSQ.org/Wish) or on Twitter and Instagram using the hashtag #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes.

Each wish collected before December 29 via the Wishing Wall in Times Square or submitted online before December 28 will be printed on a piece of confetti and become part of the 3,000 pounds of confetti released at midnight in Times Square on New Year's Eve.

The highly anticipated festivities will be broadcast for television and internet audiences and will include an immersive virtual experience from One Times Square – home of the iconic New Year's Eve Ball Drop Celebration. Through the VNYE app and website, people from across the globe can explore the virtual world of Times Square, play games, and livestream New Year's Eve celebrations in Times Square and around the world. Since its launch for New Year's Eve 2021, VNYE has reached more than 3.7 million people worldwide.

About Times Square New Year's Eve

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit www.TimesSquareNYC.org.

To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

Times Square Alliance:

Like on Facebook: <https://www.facebook.com/timessquarenyc>

Follow on Twitter: <https://twitter.com/timessquarenyc>

Follow on Instagram: <http://instagram.com/TimesSquareNYC>

About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the United States by number of members and locations. As of September 30, 2021, Planet Fitness had more than 15.0 million members and 2,193 stores in 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 95% of Planet Fitness stores are owned and operated by independent business men and women.

###