



**FROM: TIMES SQUARE NEW YEAR'S EVE**  
**CONTACT:** Rubenstein  
Kyle Sklerov (212) 843-8486 or [ksklerov@rubenstein.com](mailto:ksklerov@rubenstein.com)  
Kristen Bothwell (212) 843-9227 or [kbothwell@rubenstein.com](mailto:kbothwell@rubenstein.com)

***FOR IMMEDIATE RELEASE***

**Multi-Platinum Pop Singer and Songwriter Andy Grammer to Headline Musical Lineup for Times Square New Year's Eve Live, Commercial-Free Webcast and TV Pool Feed**

*Grammer to Perform John Lennon's "Imagine" and Hit Singles "Honey, I'm Good", "Good To Be Alive", "Smoke Clears" and "Fresh Eyes"*

*Country Music Singer-Songwriter **Lauren Alaina** to Perform Her No. 1 Hits "Road Less Traveled" and "What Ifs" Plus Katy Perry's "Firework"*

*LA-Based Dance Crew **Kinjaz** to Perform*

*Webcast Available to Embed for Digital Media Outlets, Bloggers, Social Media Editors, Webmasters, and More*

**NEW YORK - December 18, 2017-** Times Square Alliance and Countdown Entertainment, co-organizers of New Year's Eve in Times Square, today announced that pop music sensation **Andy Grammer** will headline the live Times Square New Year's Eve commercial-free webcast and TV pool feed. Country music singer-songwriter **Lauren Alaina** will also perform on the webcast and TV pool, which features an array of performances, interviews and original content from the center of the festivities in Times Square.

In addition to the musical performances, **Allison Hagendorf**, Global Head of Rock at Spotify, network television host, and Live Announcer of the MTV Video Music Awards and MTV Movie Awards, will return for her sixth year as the Times Square New Year's Eve Event Host. **Jonathan Bennett**, star of Mean Girls and host of Cake Wars, will return as the host of the Webcast for the second year.

The ninth annual webcast will cover the action and festivities in Times Square, beginning with the Ball Raising at 6 p.m. EST, plus live musical performances, hourly countdowns, behind-the-scenes stories, and star-studded interviews as anticipation builds towards the midnight countdown and the famous Ball Drop.

Multi-platinum selling singer, songwriter Andy Grammer will continue the New Year's Eve tradition of singing John Lennon's "Imagine" moments before midnight as well as performing several of his global smash hit songs earlier in the night which include, "Honey, I'm Good," "Good To Be Alive," "Fresh Eyes," and "Smoke Clears," the current single from Grammer's new album The Good Parts.

Celebrated country music star **Lauren Alaina** will also perform live in Times Square, singing her No. 1 hit songs "Road Less Traveled" and "What Ifs" plus Katy Perry's "Firework."

The Kinjaz is an Artist Brotherhood that will perform for the revelers. The group is recognized for its signature intricate choreography style and creative storytelling through dance and new media.

Additionally, as this year's partner city for Times Square New Year's Eve, Chongqing, China will have a unique presence in Times Square with an appearance of the **Tongliang Athletics Dragon Dance**, the most famous Chinese dragon dance, which hails from the Tongliang District of Chongqing. This year, a 15-meter long Athletics Dragon – gold and blue in color and undertaken by eight performers - will come to life in Times Square, depicting the characteristics of "high," "fast," and "strong" to thrill onlookers, presented in partnership with the Sino-American Friendship Association. The dance is the same type performed at the Beijing Olympic Games, and its movements are relatively large in magnitude, speed and difficulty.

The USO Show Troupe will perform their popular A Military Salute to honor our Armed Forces. Now in its 76<sup>th</sup> year, the USO Show Troupe performs for approximately 600,000 service members and their families worldwide in more than 350 live annual performances. Members of the troupe include Broadway, Off Broadway and top of the line entertainers, with musical arrangements produced in collaboration with Grammy, Emmy and Tony Award winning writers and arrangers.

Univision will present two star musical performances to be announced later this month.

Last year's webcast was watched by more than 3.6 million unique viewers representing more than 200 countries.

The live webcast video experience is available to embed for digital media outlets, bloggers, social media editors, webmasters, and Facebook users as a source of fun and entertaining content on their own sites customized for their respective communities and networks.

Hosts Allison Hagendorf and Jonathan Bennett along with street correspondents – **Andrea Boehlke** and **Jeremy Hassell** – will kick-off the six-hour celebration at 6 p.m. EST when the star of the show, the Times Square Ball, is introduced.

At the top of each hour, Hagendorf will be joined by a special guest who will talk about his or her New Year's Eve experience and Confetti Wish for the New Year and then lead the revelers in an hourly countdown. Throughout the night, Hagendorf will keep the revelers informed about the musical performances and other exciting entertainment in Times Square. Bennett will

provide exclusive interviews and backstage access while Boehlke and Hassell will get the fun personal stories from the revelers arriving from around the world to celebrate New Year's Eve in Times Square.

### **WHERE TO SEE THE SHOW & GET THE LIVE VIDEO FEED**

The Times Square 2018 Webcast will begin at 6 p.m. ET on December 31, 2017 and end at 12:15 a.m. on January 1, 2018 ET. The show will be streamed live on multiple websites, including [TimesSquareNYC.org](http://TimesSquareNYC.org), [NewYearsEve.nyc](http://NewYearsEve.nyc), [Livestream.com/2018](http://Livestream.com/2018) and [TimesSquareBall.net](http://TimesSquareBall.net).

Embedding codes and additional webcast info is available at: [timessquarenyc.org/events/new-years-eve/webcast/index.aspx](http://timessquarenyc.org/events/new-years-eve/webcast/index.aspx) or [Livestream.com/2018](http://Livestream.com/2018).

The Times Square 2018 Webcast is also available for live viewing on Android and Apple devices with the [Times Square Ball App](#) and is viewable on mobile browsers at [TimesSquareNYC.org](http://TimesSquareNYC.org), [NewYearsEve.nyc](http://NewYearsEve.nyc), and [TimesSquareBall.net](http://TimesSquareBall.net).

Info for the Times Square New Year's Eve television broadcast pool feed is available at <https://www.timessquarenyc.org/times-square-new-years-eve/media-press/new-years-eve-pool-feed-information>

The Times Square New Year's Eve show is presented through four thematic storylines that develop throughout the night as explained below:

**ONE WORLD REVEALED** - The story behind the million revelers who make the pilgrimage to Times Square to be part of the global celebration at the Crossroads of the World. Webcast correspondents seek out revelers from across the globe to discover their personal stories and share their energy and excitement about ringing in the New Year in Times Square.

**THE STORY BEHIND THE SHOW** - This narrative highlights the production efforts behind New York City's largest annual celebration through time-lapse videos, voice-over narrations, animations and interviews with event producers and directors of key departments. The worldwide audience will discover not only the tremendous amount of work and state-of-the-art technology, but also the extraordinary personalities involved in the Times Square New Year's Eve celebration. Revelers will be encouraged to ask questions about everything from cabling to confetti, staging to pyrotechnics, video production to the Ball Drop.

**TIMES SQUARE** - The story behind Times Square and its world famous New Year's Eve celebration. The party started here in 1904 with over 200,000 revelers celebrating the New Year. Today, Times Square is famous not only for New Year's Eve but also for the bright lights of Broadway, the streetscape of spectacular signs, innovative pedestrian plazas, and huge public gatherings throughout its history.

**CELEBRATION, REFLECTION AND RENEWAL** - The story of the international online audience embracing the underlying themes of New Year's Eve: celebration – celebrating people we love and the good things in life; reflection – looking back over the past year and taking stock

of all that we have accomplished and all that we have endured; and renewal – embracing the chance to start fresh, try harder and do better.

For more information about Times Square New Year’s Eve, visit [TimesSquareNYC.org](http://TimesSquareNYC.org).

# # #

**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](http://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>