

Shred-it Partners with Times Square New Year's Eve to Host 12th Annual Good Riddance Day to Erase 2018's Most Forgettable Memories

Shred-it announces contest to win a trip-for-two to NYC to be a part of Good Riddance Day event in Times Square

NEW YORK, Oct. 30, 2018 - [Shred-it](#), the leading information destruction company, together with Times Square New Year's Eve, announced today it will once again host Good Riddance Day. From job rejection emails, to pictures of an ex, to the last mortgage or student loan bill, Good Riddance Day is a chance for people to shred and destroy the most forgettable moments of 2018. It's a free one-day, shredding event that's open to the public and takes place December 28 in Times Square.

"Our Good Riddance Day event and contest is all about giving people a fresh start to the new year as we help them get rid of their most forgettable memories from 2018," said Monu Kalsi, Vice President Marketing for Shred-it. "Whether you're bidding farewell to costly bills, rejection letters from potential employers or simply getting rid of an object that symbolizes your personal "elephant in the room" there's no better way to embark on 2019's new beginnings than by shredding unwanted memories at the Good Riddance Day event."

In addition to the Good Riddance Day shredding event in Times Square on December 28, Shred-it is also hosting a contest from October 29 to November 29 for people in the continental U.S. to share what item they would like to say good riddance to in 2018. Entries can be [submitted here](#) in the form of private video or email. Upon submission, they will be automatically registered for a chance to win:

- **A grand prize five-night trip to New York City to attend Good Riddance Day and New Year's Eve in Times Square.** This includes airfare for the winner and one guest within the continental United States, five-night hotel stay in the center of NYC, special up-close, pre-New Year's Eve VIP Ball viewing and photo opportunity, and two tickets to the Official Times Square New Year's Eve VIP Party.

Last year, the contest received more than 1,500 submissions, and the grand prize winner, Carissa Payan and her husband, said good riddance to their last credit card bill as the couple reached their goal of paying off more than \$25,000 of debt by New Year's Eve 2017.

"Good Riddance Day gives us a chance to reflect on the past year and purge ourselves of the things that remind us of our frustrations, mishaps, and faults," said Tim Tompkins, President of the Times Square Alliance. "Each year we look forward to encouraging all New Yorkers and visitors alike to join us as we say Shred-it and Forget it to last year's unwanted memories and prepare for the next with a clean slate."

For more information about the Good Riddance Day event and to enter the Good Riddance Day contest, please visit [this link](#) and connect with Shred-it on [Twitter](#) or [Facebook](#).

About Shred-it

Shred-it is a world-leading information security company providing information destruction services that

ensure the security and integrity of our clients' private information. Shred-it, a Stericycle solution, operates in 170 markets throughout 18 countries worldwide, servicing more than 400,000 global, national and local businesses. For more information, please visit www.shredit.com.

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, which represents the owners of One Times Square, and the New Year's Eve Ball, is a marketing management and event production company specializing in the Times Square area.