



**FROM: TIMES SQUARE NEW YEAR'S EVE**

Rubenstein

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*Media Advisory*



*Three Days Until New Year's Eve*

**Public Gathers in Times Square to Shred Bad Memories from 2018 at 12<sup>th</sup> Annual Good Riddance Day**

*Participants Expected to Destroy Unpleasant, Embarrassing and Downright Forgettable Memories From 2018*

New Yorkers and visitors will bid one final goodbye to bad memories from 2018 at the 12<sup>th</sup> Annual Good Riddance Day, **on Friday, December 28, from 12:00 p.m. to 1:00 p.m., on the Times Square Plaza between 45th and 46th Streets in Times Square.** A Shred-it mobile truck will be on-site to shred, and destroy funny, outlandish, and even heartbreaking paper memories or smash small symbolic items from the past year, giving participants a fresh start in 2019.

Carmen Payton from Norfolk, Virginia, winner of the Shred-it's 2018 Good Riddance Day Contest, will be on-site to shred 30 years of mortgage payments, after completing the last payment to pay off her house in full. Shredding her bills will symbolize a fresh start and being debt free in the New Year.

Carmen was selected from thousands of entrants across the country by a panel of judges made up of representatives from Shred-it and the Times Square Alliance.

Paper will be available for the public to record and shred their bad memories on site.

The Times Square Alliance and Countdown Entertainment are the co-organizers of Times Square New Year's Eve. For more information, please visit [TimesSquareNYC.org/NewYearsEve](http://TimesSquareNYC.org/NewYearsEve).

**WHAT:** Twelfth Annual Good Riddance Day

**WHEN:** Friday, December 28, from 12:00 p.m. to 1:00 p.m.  
Press check-in: 11:30 a.m.

**WHERE:** Times Square Plaza between 45th and 46th Streets, Times Square

**\*\*Please note:** Good Riddance Day is a symbolic event for shredding single memories or ideas. It is not a mass shredding or disposal event, and we are unable to accommodate requests to shred large amounts of paper material.

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