



FROM: TIMES SQUARE NEW YEAR'S EVE

CONTACT: Rubenstein
Kyle Sklerov (212) 843-8486, ksklerov@rubenstein.com
Kristen Bothwell (212) 843-9227, kbothwell@rubenstein.com

FOR IMMEDIATE RELEASE

Times Square New Year's Eve Organizers Unveil Wishing Wall

Public Invited to Submit In-Person or Virtual Wishes that will Appear on Actual Confetti Released at Midnight in Times Square on New Year's Eve

TIMES SQUARE, NY - (November 30, 2018) – 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 flagship attraction for visitors of Times Square that offers people from around the corner and the world the opportunity to be a part of New Year's Eve in Times Square by writing their wishes for the upcoming year on the actual confetti that will be released at midnight on New Year's Eve.

"The New Year represents a "refresh" – a time for all of us to wish for a better future, as individuals and as one world," said **Tim Tompkins, President of the Times Square Alliance**. "The Wishing Wall provides people from every corner of the globe an opportunity to participate in a beloved Times Square New Year's Eve tradition and take part in our global celebration."

"Writing your wish on a piece of confetti is one of the most unique and wonderful ways to be part of the Times Square New Year's Eve celebration," said **Jeffrey Straus, President of Countdown Entertainment**. "As the clock strikes midnight and confetti floats down onto the million revelers below, you will be able to catch someone's wish, making for a truly magical moment."

"Each New Year brings with it unique opportunities for self-reflection, collective celebration and a chance to look ahead to the wonderful moments that await us all next year," said **Chris Rondeau, Chief Executive Officer at Planet Fitness**. "Whatever your personal goals, triumphs and successes might be or become, our wish is for everyone to enjoy a fun, positive and judgement free 2019."

The Wishing Wall will be located at Times Square's Broadway plaza between 46th and 47th Streets, every day until December 29 from 11:00 AM – 8:00 PM (not available on Christmas Day, December 25). For those who want to be included in the celebration but are unable to visit the Wishing Wall in Times Square, wishes can also be shared online at the Times Square New Year's Eve Virtual Wishing Wall (TimesSquareNYC.org) or on Twitter and Instagram using #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes beginning December 1st.

Each wish collected before December 29th – via the Wishing Wall in Times Square or submitted online – will be printed on a piece of confetti and become part of the 3,000 pounds of confetti released at midnight over the one million revelers celebrating in Times Square on New Year’s Eve.

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, 2018, Planet Fitness had approximately 12.2 million members and 1,646 stores in 50 states, the District of Columbia, Puerto Rico, Canada, the Dominican Republic, Panama and Mexico. 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.

###