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FOR IMMEDIATE RELEASE

New Year's Eve Wishing Wall Unveiled in Times Square Today

Public Invited to Write Wishes on Actual Confetti Dropped at Midnight on New Year's Eve

30 day countdown to New Year's Eve to begin on Toshiba Vision Screen atop One Times Square

TIMES SQUARE, NY - (December 1, 2016) – Times Square Alliance and Countdown Entertainment, co-organizers of **Times Square New Year's Eve**, along with this year's presenting sponsor, **Planet Fitness**, today unveiled the New Year's Eve Wishing Wall, a place for New York City residents and people from around the globe to write their wishes for the coming year on the actual confetti that will be released at midnight on New Year's Eve.

The Wishing Wall will be on one of Times Square's Broadway plazas, between 42nd 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 in person, wishes will also be collected online at the Times Square New Year's Eve Virtual Wishing Wall (TimesSquareNYC.org). Additionally, as the presenting sponsor of this year's celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes.

Each wish collected – 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 in Times Square on New Year's Eve.

“Each New Year is a time for renewal and a chance to wish, and work, for a better world individually and globally,” said **Tim Tompkins, President of the Times Square Alliance**. “The Wishing Wall is a great opportunity to participate in this time honored tradition as part of Times Square's global celebration.”

“Writing your wish for 2017 on a piece of confetti is one of the most unique and exciting 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.”

“The New Year offers everyone an opportunity to start fresh, to reflect on their goals and successes from the past year and look with confidence and optimism for what lies ahead,” said **Chris Rondeau, Chief Executive Officer at Planet Fitness**. “As we count down to midnight in Times Square and throughout the world, our wish is for everyone to enjoy a positive, judgement-free 2017 and beyond.”

Furthermore, the event organizers today announced the beginning of the fourth annual AP-Times Square New Year’s Eve Poll. The poll, results of which will be released on December 26, will capture the public’s opinion about global events and milestones in news, sports, entertainment and pop culture. The nationally representative poll will meet The Associated Press’ strong methodological standards, producing a scientifically sound look at how Americans viewed 2016.

Today also marked the start of the 30-day countdown to New Year’s Eve on the Toshiba Vision screen atop One Times Square. The screen is located directly beneath the New Year’s Eve Ball and will countdown each day, every six minutes, as the New Year approaches. Toshiba America Inc. is the exclusive sponsor for the Official Countdown of the Times Square New Year’s Eve Celebration for 2017.

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:

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About Planet Fitness

Founded in 1992 in Dover, N.H., 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, 2016, Planet Fitness had more than 8.7 million members and more than 1,200 stores in 47 states, the District of Columbia, Puerto Rico, Canada and the Dominican Republic. 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 90% of Planet Fitness stores are owned and operated by independent business men and women.