



FROM: TIMES SQUARE NEW YEAR'S EVE
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Media Advisory



Three Days Until New Year's Eve

**Public Gathers in Times Square to Shred Bad Memories from 2016 at 10th
Annual Good Riddance Day**

*Participants Expected to Destroy Unpleasant, Embarrassing and Downright Forgettable
Memories From 2016*

New Yorkers and visitors will bid one final goodbye to bad memories from 2016 at the 10th Annual Good Riddance Day, **on Wednesday, December 28, from 12:00 p.m. to 1:00 p.m., on the Broadway 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 2017.

Arlene Roberts, winner of the 2016 Good Riddance Day Contest, will be on-site to shred her wig, a symbol of conquering breast cancer, accepting herself and moving forward to a bright and healthy future in 2017. Arlene 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.

WHAT: Tenth Annual Good Riddance Day

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

WHERE: Broadway 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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