



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

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*Media Advisory*

*16 Days to New Year's Eve*

## ***NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE***

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*Members of the Public Will Have an Opportunity to Take Photos with "17" Prior to Official Positioning Atop One Times Square*

Thursday, December 15  
11:00 a.m. to 11:30 a.m.

Two giant, seven-foot-tall numerals - the "1" and "7" in 2-0-1-7 - will arrive in Times Square on a flatbed truck on **46<sup>th</sup> Street and Broadway on Thursday, December 15 at 11 a.m.** The famous numerals will be carefully unloaded and brought onto the streets of Times Square for a public unveiling and lighting.

Members of the public will also have the opportunity to get their photo taken up close with the numerals throughout the day on Thursday, until Friday at 1:00 p.m., when the numerals will be brought to One Times Square. After resting a few days, the "2-0-1-7" sign that will light up at midnight on December 31 will be completed.

Philips Lighting, a global leader in lighting, provides all of the Times Square New Year's Eve numerals with its advanced, 9-watt energy-efficient outdoor-rated BR30 LED light bulbs, the same LED lighting technology that can be integrated into consumers' homes. New Year's 2017 marks the 17<sup>th</sup> consecutive year that Philips Lighting has served as the official lighting partner to the world-famous Times Square New Year's Eve – produced by the Times Square Alliance and Countdown Entertainment. The four numerals use a total of 496 Philips Lighting LED light bulbs; the numeral "2" contains 145 bulbs, the "0" contains 164 bulbs, the "1" contains 72 bulbs, and the "7" contains 115 bulbs.

**Tim Tompkins, President of the Times Square Alliance** and **Jeffrey Straus, President of Countdown Entertainment**, co-organizers of Times Square New Year's Eve, will be on hand to oversee the arrival. Landmark Signs will handle the installation and delivery of the numerals. For more information, please visit: [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org)

**WHAT:** New Year's Eve Numeral Delivery

**WHEN:** Thursday, December 15, from 11:00 a.m. – 11:30 a.m.  
Numerals Arrive: 11:00 a.m.  
Media Check-In: 10:30 a.m.

**WHERE:** Duffy Square / Broadway Plaza  
Corner of Broadway and 46<sup>th</sup> St.