



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



*One Day Until New Year's Eve*

**New Year's Eve Ball Tested Before Official Times Square Celebration**

*Co-Organizers and Special Guest Tarana Burke, Founder of 'Me Too' Movement, Flip Switch to Illuminate and Raise 11,875-Pound Ball*

In final preparation for New Year's Eve, the iconic Times Square New Year's Eve Ball will be lit and sent up the 130-foot pole atop One Times Square on **Saturday, December 30 at 12:00 p.m. (Enter One Times Square through Walgreens on 7th Avenue between 42nd and 43rd Streets.)**

Event co-organizers **Tim Tompkins**, President of the Times Square Alliance, and **Jeffrey Straus**, President of Countdown Entertainment, along with New Year's Eve Special Guest **Tarana Burke**, Founder of the "Me Too" movement, will flip the giant Philips Lighting switch to initiate the spectacular, state-of-the-art lighting effects, powered by 32,256 Philips Luxeon Rebel LEDs and embellished by the Ball's 2,688 Waterford Crystals.

New Year's Eve 2018 is the 18<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. This year also marks 11 years since Philips Lighting replaced the light bulbs of the past with LED technology in the Times Square Ball, making the annual Ball drop tradition a brilliant spectacle for the world to remember while also being energy-efficient.

For more information about Times Square New Year's Eve, please visit [TimesSquareNYC.org/NewYearsEve](http://TimesSquareNYC.org/NewYearsEve).

**WHAT:** New Year's Eve Ball Test

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

**WHERE:** One Times Square (42<sup>nd</sup> Street and Broadway)  
Enter through Walgreens on 7th Avenue between 42<sup>nd</sup> and 43<sup>rd</sup> Streets.

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