



FROM: TIMES SQUARE NEW YEAR'S EVE

Rubenstein

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Media Advisory



Two Days Until New Year's Eve

**New Year's Eve Organizers and Presenting Sponsor Planet Fitness Test
Air Worthiness of Confetti from the Hard Rock Cafe Marquee in Times Square**

*North Shore Animal League America will Bring "Judgement Free," Adoptable Puppies
to Take Part in Festivities*

Representatives from the Times Square Alliance and Countdown Entertainment, the co-organizers of Times Square New Year's Eve, along with presenting sponsor Planet Fitness, will throw handfuls of confetti from the Hard Rock Cafe marquee as part of the annual confetti test on **Friday, December 29 at 11:00 a.m., at 1501 Broadway between 43rd and 44th Street in Times Square.** The colorful event is held in preparation for the release of 1.5 tons of confetti at midnight on New Year's Eve.

Testing the confetti will be Planet Fitness SVP of Marketing Jessica Correa, Times Square Alliance President Tim Tompkins, and Countdown Entertainment President Jeffrey Straus, along with staff members from [North Shore Animal League America](#) (NSALA), who will also be joined by more than 20 adoptable puppies atop and below the marquee.

To encourage everyone to have a "judgement free" New Year (and be the people our dogs already believe we are), Planet Fitness, home of the "Judgement Free Zone," is partnering with NSALA, the world's largest no-kill animal rescue and adoption organization, for the event, where passers-by will have the opportunity to meet, play with and even adopt a puppy – an animal that truly embodies what it means to be "Judgement Free" each and every day.

Additionally, in accordance with recent tradition, the 3,000 pounds of confetti released on New Year's Eve will include pieces with wishes from individuals who have submitted them at the New Year's Eve Wishing Wall in Times Square and via the [Virtual Wishing Wall](#). The Wishing Wall is located at Times Square's Broadway plazas, between 42nd Street and 47th Streets. Wishes can be submitted every day until December 29.

Media are invited to attend and film before and during the NSALA adoption event, which will take place directly after the Confetti Test concludes at the NSALA mobile unit on Broadway and 43rd Street.

WHAT: New Year's Eve Confetti Test

WHEN: Friday, December 29 at 11:00 a.m. to 12:00 p.m.
Press check-in: 10:30 a.m.

WHERE: Hard Rock Cafe
1501 Broadway (between 43^d and 44th Street), Times Square

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