



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

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## **New Year's Eve in Times Square Marks 30 Day Countdown to Iconic Ball Drop**

**Event Organizers Announce City Partnership with Chongqing, China and Release Details of Tongliang Athletics Dragon Dance Performance**

*Wishing Wall Opens and Public Invited to Write Wishes on Actual Confetti Dropped at Midnight on New Year's Eve*

*Toshiba Vision Screen Atop One Times Square to Start 30 Day Countdown*

**NEW YORK - December 1, 2017** – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, today kicked off the official 30-day countdown to the New Year – a time when people start to reflect on the past year and prepare to renew for the year to come. In addition to the full lineup of performers and special guests that will be unveiled as the New Year draws closer, Times Square New Year's Eve announced special, early details of the event including the appearance of the annual Wishing Wall in Times Square and a city partnership with Chongqing, China, that includes a performance by the Tongliang Athletics Dragon Dance, which will be live in the Square to formally open the official celebration on December 31.

As the world's most watched New Year's Eve celebration, Chongqing will have a unique presence in Times Square on New Year's Eve, namely with an appearance of the Tongliang Athletics Dragon Dance, the most famous Chinese dragon dance, which hails from the Tongliang District of Chongqing. This year, a 15-meter long Athletics Dragon – gold and blue in color and undertaken by eight performers - will come to life in Times Square, depicting the characteristics of "high," "fast," and "strong" to thrill onlookers, presented in partnership with the Sino-American Friendship Association. The dance is the same type performed at the Beijing Olympic games, and its movements are relatively large in magnitude, speed and difficulty.

"We are so thrilled to collaborate with the Sino-American Friendship Association and welcome Chongqing, China as this year's partner city," said **Tim Tompkins, President of the Times Square Alliance**. "On December 31, revelers in the square and those watching live on the webcast, will be entertained by the Tongliang Athletics Dragon Dance, China's most famous

traditional dragon dance, as it formally opens our festivities, and we are proud to bring this historic moment to the forefront of our international celebration.”

**Li Li, Executive Vice President of Sino-American Friendship Association (SAFA)** believes this year's opening ceremony event “will not only be spectacular, amazing, and entertaining, but also adheres to SAFA’s mission to work to increase amity and understanding of Chinese culture through the display of its rich history and beautiful traditions—dragon dance from Chongqing, China. Dragon dances are performed at New Year to scare away evil spirits and bring in peace. This great city partnership with Chongqing China starts at Times Square New Year's celebration will also bring more Chinese to visit New York”.

Additionally, as anticipation grows, organizers along with **Presenting Sponsor Planet Fitness** today unveiled the New Year’s Eve Wishing Wall, the flagship stop for visitors of Times Square that offers people from around the corner and the world the opportunity to be a part of New Year’s Eve in Times Square by writing their wishes for the upcoming year on the pieces of confetti that will float down on the crowds of revelers at midnight on December 31.

The Wishing Wall will be on one of Times Square’s Broadway plazas, between 42<sup>nd</sup> and 47<sup>th</sup> Streets, every day until December 29 from 11:00 AM – 8:00 PM (not available on Christmas Day, December 25). For those who cannot visit the Wishing Wall, wishes can also be submitted online at the [Times Square New Year’s Eve Virtual Wishing Wall](#). Additionally, as the presenting sponsor of the Wishing Wall and the Times Square New Year’s Eve celebration, Planet Fitness will collect wishes at [www.PlanetFitness.com/confettiwishes](http://www.PlanetFitness.com/confettiwishes).

Each written wish – via the Wishing Wall in Times Square or submitted online – will be printed on pieces of confetti that become part of the 3,000 pounds released at midnight over the one million revelers in Times Square on New Year’s Eve.

“Writing your wish for 2018 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.”

Today will also mark 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 2018.

### **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](http://www.TimesSquareNYC.org). To join the Times Square New Year’s Eve conversation on Twitter, follow #BallDrop.

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