

Shred-it Partners with Times Square New Year's Eve to Host 11th Annual Good Riddance Day to Erase 2017's Most Forgettable Memories

Shred-it is giving away a Trip-for-two to NYC to be a part of Good Riddance Day on Dec 28th event in Times Square

NEW YORK, Nov. 6, 2017 /CNW/ - [Shred-it](#) -- the leading information security company providing safe and secure destruction services -- together with the Times Square New Year's Eve, announced today it will host the 11th Annual Good Riddance Day, a free one-day, large scale shredding event that's open to the public and takes place Dec. 28 in Times Square.

Whether it's embarrassing pictures, costly cable bills, college application rejection letters or even your wedding dress, Good Riddance Day is a chance for people to shred and destroy the most forgettable items of 2017.

"Good Riddance Day means different things to different people, whether it's providing closure on a hard chapter from one's life or celebrating new beginnings, this event and contest is about giving yourself a clean slate," said Kevin Pollack, SVP, Shred-it. "We encourage participants to get a head start on, "out with the old, and in with the new," and the Good Riddance Day event and contest is just one way we can help people get rid of unwanted items and memories from the past year."

In addition to Good Riddance Day on Dec. 28th, Shred-it is also hosting a contest from Nov. 1st to the 30th that is open to the continental U.S., where people can share what item they would like to say good riddance to in 2017. Entries can be submitted at: <http://bit.ly/2zbWYm0>. New for this year, Shred-it is accepting video entries sent via private message to Shred-it's Official Facebook and Twitter accounts. Upon submission, they will be automatically registered for a chance to win:

- **A grand prize 5-night trip to New York City to attend Good Riddance Day and New Year's Eve at Times Square.** This includes airfare for winner, and one guest within the continental United States, 5 night hotel stay, special up-close, pre-New Year's Eve VIP Ball viewing and photo opportunity and two tickets to the Official Times Square New Year's Eve VIP Party.
- **Four individual weekly prizes, valued at \$100.** Winners will be drawn weekly on November 6, November 13 and November 20 at 2pm EST, as well as November 30 at 9:30am EST. Maximum one weekly prize per winner.

Last year, the contest received more than 1500 submissions, and the grand prize winner, Arlene Roberts, said good riddance to a wig she wore during her fight against cancer. Making a

powerful and moving statement to "shred cancer," Arlene kicked off Good Riddance Day 2016 in Times Square by shredding that wig, as it was the last item in connection to her past sickness.

"Good Riddance Day gives us a chance to reflect on the past year and purge ourselves of the things that remind us of our frustrations, mishaps, and faults," said Tim Tompkins, President of the Times Square Alliance. "Each year we look forward to encouraging all New Yorkers and visitors alike to join us as we say Shred-it and Forget it to last year's unwanted memories and prepare for the next with a clean slate."

For more information about the Good Riddance Day event and to enter the Good Riddance Day contest, please visit <http://bit.ly/2zbWYm0> and connect with Shred-it on [Twitter](#) or [Facebook](#).

About Shred-it

Shred-it is a world-leading information security company providing information destruction services that ensure the security and integrity of our clients' private information. Shred-it, a Stericycle solution, operates in 170 markets throughout 18 countries worldwide, servicing more than 400,000 global, national and local businesses. For more information, please visit www.shredit.com

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, which represents the owners of One Times Square, and the New Year's Eve Ball, is a marketing management and event production company specializing in the Times Square area.

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