



FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

**Times Square New Year's Eve Unveils Wishing Wall,
Welcoming Public to Write Their Wish for 2024 on Official Event Confetti**

*All Wishes Submitted, Virtually or In-Person, will Appear on Actual Confetti Released
at Midnight in Times Square on New Year's Eve*

Virtual Wishes Collected at www.TSQ.org/Wish

TIMES SQUARE, N.Y. - (December 1, 2023) – In anticipation of the forthcoming New Year's Eve celebrations, the **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, along with presenting sponsor, **Planet Fitness**, today unveiled the New Year's Eve Wishing Wall, the premier global attraction to visit in the lead up to New Year's Eve. This unique feature gives people from around the world a personal opportunity to be a part of the New Year's Eve festivities in Times Square by writing their wishes for the upcoming year on pieces of confetti that will be released at midnight on New Year's Eve.

“The New Year offers individuals the chance to embrace the promise of a fresh start,” said **Tom Harris, President of the Times Square Alliance**. “As revelers and families and friends watching on TV embark on a new year together, the confetti showering Times Square symbolizes the dawn of renewed hope as individuals not only reflect on their past, but also look forward to new achievements in the year ahead.”

“The Wishing Wall is a unique tradition that offers everyone from around the globe a wonderful opportunity to express their hopes and dreams for the new year,” said **Jeffrey Straus, President of Countdown Entertainment**. “And at midnight, these wishes become part of the magic of the New Year's Eve Celebration as a blizzard of colorful confetti fills the sky in Times Square.”

“At Planet Fitness, our wish for 2024 is that everyone puts their health and wellness first and we welcome you to experience that feeling of Big Fitness Energy™ after a great workout in the Judgement Free Zone®,” stated **Jamie Medeiros, Chief Brand Officer at Planet Fitness**. “Times Square is the most iconic and exciting place to be to ring in the New Year, and there's nothing better than positive energy and heartfelt wishes cascading from the New York sky at midnight.”

For people visiting Times Square in-person, the Wishing Wall will be located on the Times Square's Broadway plazas between 45th and 47th Streets, every day until December 29 from 11:00 a.m. – 8:00 p.m. It will not be available on Christmas Day, December 25.

As in years past, you can also submit your wish virtually. To participate online, your confetti wish can be shared at the Times Square New Year's Eve Virtual Wishing Wall (www.TSQ.org/Wish) or on Twitter and Instagram using the hashtag #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes.

Each wish collected before December 29 via the Wishing Wall in Times Square or submitted online before December 28 will be printed on a piece of confetti and become part of the 3,000 pounds of confetti released at midnight in Times Square on New Year's Eve. Any wishes submitted online after December 28 will be printed for the New Year's Eve celebration on December 31 of the following year.

The highly anticipated festivities will be broadcast for television and internet audiences and will include an immersive virtual experience from One Times Square – home of the iconic New Year's Eve Ball Drop Celebration. Through the VNYE app and website, people from across the globe can explore the virtual world of Times Square, play games, and livestream New Year's Eve celebrations in Times Square and around the world.

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.

To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

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About Planet Fitness

Founded in 1992 in Dover, NH, Planet Fitness is one of the largest and fastest-growing franchisors and operators of fitness centers in the world by number of members and locations. As of September 30, 2023, Planet Fitness had more than 18.5 million members and 2,498 stores in 50 states, the District of Columbia, Puerto Rico, Canada, Panama, Mexico and Australia. The Company's mission is to enhance people's lives by providing a high-quality fitness experience in a welcoming, non-intimidating environment, which we call the Judgement Free Zone®. More than 90% of Planet Fitness stores are owned and operated by independent business men and women.

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