



FROM: **TIMES SQUARE NEW YEAR'S EVE**
Rubenstein
Nancy Haberman, nhaberman@rubenstein.com or 212-843-8021

Media Advisory



Four Days Until New Year's Eve

**Workers Install 288 New Waterford Crystals
On Times Square New Year's Eve Ball**

The new design celebrates the "Gift of Serenity" as the countdown to 2018 continues

At this annual event, workers with Landmark Signs will install 288 sparkling, new Waterford Crystal triangles featuring this year's "Gift of Serenity" design on the Times Square New Year's Eve Ball, **on Wednesday, December 27 at 11:00 a.m. at One Times Square (42nd Street and Broadway).**

The new "Gift of Serenity" design is a pattern of cuts resembling butterflies flying peacefully above a meadow capturing the spirit of serenity. Previous designs in the 10-year "Greatest Gifts" series are the "Gift of Kindness" fashioned by a circle of rosettes with the fronds reaching out in an expression of kindness; "Gift of Wonder" composed by a faceted starburst inspiring our sense of wonder; the "Gift of Fortitude" consisting of diamond cuts on either side of a crystal pillar representing the resolve, courage and spirit necessary to triumph over adversity; and the remaining 1,536 Waterford Crystal triangles feature the "Gift of Imagination" with a series of wedge cuts that are mirrored reflections of each other inspiring our imagination. The crystals, designed and crafted by Waterford artisans, are each about 3/8" thick, 4.75" to 5.75" in length, and 6.8 ounces in weight, and are custom-designed and built to exacting standards to withstand the stresses of high winds, precipitation and temperature fluctuation that exist 470 feet above Times Square.

For more information, please visit www.timessquarenyc.org

- WHAT:** Installation of 288 Sparkling New Waterford Crystal Triangles on the Times Square New Year's Eve Ball atop Roof of One Times Square
- WHO:** Available for interviews:
- Tom Brennan, Master Artisan, Fiskars Living
 - Jeffrey Straus, President, Countdown Entertainment, Co-Producer of New Year's Eve
 - Tim Tompkins, President, Times Square Alliance, Co-Producer of New Year's Eve
- WHEN:** Wednesday, December 27 at 11 a.m.
Media check-in 10:30 a.m.
- WHERE:** Atop One Times Square (42nd Street and Broadway)
Enter through the Walgreen's on 7th Avenue between 42nd and 43rd Streets