



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



Three Days Until New Year's Eve

**Public Gathers in Times Square to Shred Bad Memories from 2017 at 11th
Annual Good Riddance Day**

*Participants Expected to Destroy Unpleasant, Embarrassing and Downright Forgettable
Memories From 2017*

New Yorkers and visitors will bid one final goodbye to bad memories from 2017 at the 11th Annual Good Riddance Day, **on Thursday, December 28, from 12:00 p.m. to 1:00 p.m., on the Times Square Plaza between 45th and 46th Streets in Times Square.** A Shred-it mobile truck will be on-site to shred, and destroy funny, outlandish, and even heartbreaking paper memories or smash small symbolic items from the past year, giving participants a fresh start in 2018.

Carissa and Austen Payan, winners of the 2017 Good Riddance Day Contest, will be on-site to shred their old bills, after paying off \$25,000 of debt within one year by cutting back on some of life's modern indulgences, including a year without manicures, Netflix and a whole lot of PB&J sandwiches. Shredding their bills will symbolize a fresh start for the couple in the New Year.

Carissa and Austen were selected from thousands of entrants across the country by a panel of judges made up of representatives from Shred-it and the Times Square Alliance.

Paper will be available for the public to record and shred their bad memories on site.

The Times Square Alliance and Countdown Entertainment are the co-organizers of Times Square New Year's Eve. For more information, please visit TimesSquareNYC.org/NewYearsEve.

WHAT: Eleventh Annual Good Riddance Day

WHEN: Thursday, December 28, from 12:00 p.m. to 1:00 p.m.
Press check-in: 11:30 a.m.

WHERE: Times Square Plaza between 45th and 46th Streets, Times Square

****Please note:** Good Riddance Day is a symbolic event for shredding single memories or ideas. It is not a mass shredding or disposal event, and we are unable to accommodate requests to shred large amounts of paper material.

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