



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

Media Advisory

18 Days to New Year's Eve

NEW YEAR'S EVE NUMERALS ARRIVE IN TIMES SQUARE

*Members of the Public Will Have an Opportunity to Take Photos with "18" Prior to Official Positioning
Atop One Times Square*

**Wednesday, December 13
11:00 a.m. to 11:30 a.m.**

Two giant, seven-foot-tall numerals - the "1" and "8" in 2-0-1-8 - will arrive in Times Square on a flatbed truck on the **Times Square Plaza b/w 46th and 47th Streets on Wednesday, December 13 at 11 a.m.** The famous numerals will be carefully unloaded and brought onto the streets of Times Square for a public unveiling and lighting.

Members of the public will also have the opportunity to take a photo up close with the numerals throughout the day on Wednesday, and for the first time this year, the numerals will remain on the plaza and available to take photos with for ten days, through Friday, December 22. After which, the "1" and "8" will take a short rest before being placed atop One Times Square, completing the "2-0-1-8" sign that lights up at midnight on December 31.

Philips Lighting, a global leader in lighting, provides all of the Times Square New Year's Eve numerals with its advanced, 9-watt energy-efficient outdoor-rated BR30 LED light bulbs, the same LED lighting technology that can be integrated into consumers' homes. New Year's 2018 marks the 18th consecutive year that Philips Lighting has served as the official lighting partner to the world-famous Times Square New Year's Eve – produced by the Times Square Alliance and Countdown Entertainment. The four numerals use a total of 561 Philips Lighting LED light bulbs; the numeral "2" contains 145 bulbs, the "0" contains 164 bulbs, the "1" contains 72 bulbs, and the "8" contains 180 bulbs.

Tim Tompkins, President of the Times Square Alliance and **Jeffrey Straus, President of Countdown Entertainment**, co-organizers of Times Square New Year's Eve, will be on hand to oversee the arrival. Landmark Signs will handle the installation and delivery of the numerals. For more information, please visit: www.TimesSquareNYC.org

WHAT: New Year's Eve Numeral Delivery

WHEN: Wednesday, December 13, from 11:00 a.m. – 11:30 a.m.
Media Check-In: 10:30 a.m.

WHERE: Times Square Plaza b/w 46th and 47th Streets