



FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Times Square New Year's Eve Wishing Wall Now Open

Public Invited to Submit Wishes that will Appear on Actual Confetti Released at Midnight in Times Square on New Year's Eve

TIMES SQUARE, NY - (December 3, 2019) – 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 must-visit attraction in the lead up to New Year's Eve. The Wishing Wall offers people from around the world the opportunity to be a part of New Year's Eve in Times Square by writing their wishes for the upcoming year on the actual confetti that will be released at midnight on New Year's Eve.

“The New Year offers a special moment for us to define our goals on the path towards a better future for all,” said **Tim Tompkins, President of the Times Square Alliance**. “By writing a wish on the confetti that falls at midnight, the hopes of people from all over the globe will be connected to all who celebrate in Times Square and the billions watching on TV.”

“Submitting a confetti wish allows anyone to be a part of the magic that happens on New Year's Eve in Times Square,” said **Jeffrey Straus, President of Countdown Entertainment**. “As the clock strikes midnight, the one million revelers in Times Square are able to catch a stranger's wish as it floats down in the celebratory blizzard of confetti, making for a truly special moment.”

“With another New Year upon us, now is the perfect time to both reflect on and look ahead to the moments that bring all of us joy, a sense of pride, and accomplishment,” said **Chris Rondeau, Chief Executive Officer at Planet Fitness**. “Whatever you hope to achieve or accomplish in 2020, Planet Fitness wants everyone to feel empowered to make those goals a reality.”

The Wishing Wall will be located on one of Times Square's Broadway plazas between 42nd and 47th Streets, every day until December 29 from 11:00 AM – 8:00 PM (not available on Christmas Day, December 25). For those who want to be included in the celebration but are unable to visit the Wishing Wall in Times Square, wishes can also be shared online at the Times Square New Year's Eve Virtual Wishing Wall (www.TSq.org/Wish) or on Twitter and Instagram using #ConfettiWish. Additionally, as the presenting sponsor of the celebration, Planet Fitness will collect wishes at www.PlanetFitness.com/confettiwishes beginning December 1st.

Each wish collected before December 29th – via the Wishing Wall in Times Square or submitted online – will be printed on a piece of confetti and become part of the 3,000 pounds of confetti released at midnight over the one million revelers celebrating in Times Square on New Year’s Eve.

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.

Times Square Alliance:

Like on Facebook: <https://www.facebook.com/timessquarenyc>

Follow on Twitter: <https://twitter.com/timessquarenyc>

Follow on Instagram: <http://instagram.com/TimesSquareNYC>

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 United States by number of members and locations. As of September 30, 2019, Planet Fitness had more than 14.1 million members and 1,899 stores in 50 states, the District of Columbia, Puerto Rico, Canada, the Dominican Republic, Panama, and Mexico. 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 95% of Planet Fitness stores are owned and operated by independent business men and women.

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