



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

**CONTACT:** Rubenstein  
Kristen Bothwell (917) 613-5434, [kbothwell@rubenstein.com](mailto:kbothwell@rubenstein.com)  
Kyle Sklerov (212) 380-3753, [ksklerov@rubenstein.com](mailto:ksklerov@rubenstein.com)

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***FOR IMMEDIATE RELEASE***

**Health, Happiness and Love Top Times Square Wishes for New Year's Eve**

*Over 10,000 wishes from 95 countries and 47 states analyzed for common themes*

*All wishes will be printed and released in Times Square on New Year's Eve*

**NEW YORK - December 29, 2020** – As the people from around the world look forward to 2021, the most common wish themes were Health, Happiness and Success, according to an analysis of New Year's Eve wishes submitted so far.

The Times Square Alliance and Countdown Entertainment today announced the top themes of wishes for 2021 based on an analysis of more than 10,000 wishes submitted online from six continents, representing 95 countries and 47 states. This year saw a slight uptick in health related wishes while happiness and love saw a slight decline from last year.

“After a year like 2020, I think we can all agree that health deserves to be the top wish for 2021,” **said Tim Tompkins, President of the Times Square Alliance.** “While we say goodbye to this year, it is always encouraging to know so many people from around the globe are looking forward with optimism to 2021.”

“When the clock strikes midnight on December 31<sup>st</sup>, the hopes and dreams of the world will fill the air in Times Square,” **Jeffrey Straus, President of Countdown Entertainment.** “I join all in wishing for a happy, healthy and love-filled 2021.”

Each wish collected – via the Wishing Wall in Times Square or submitted online – will be printed on a piece of confetti and become part of the 2,000 pounds of confetti released at midnight in Times Square on New Year's Eve.

**Top Wish Themes**

This year, the top theme of wishes for 2021 were:

- **Health (20%)** topped the list of the wishes, including:
  - *“Health and many more years.”*
  - *“I wish good health for the world, rest for our overworked first responders/health care providers & to be able to feel alive again.”*
- **Happiness (15%)** came next, including:
  - *“Be the happiest I can be in 2021!”*
  - *“For everyone to be absolutely happy in 2020 and for no one to experience what not being loved feels like.”*
- **Love (12%)** was third, including:
  - *“To be happily engaged and married to Ms. LL!!!”*
  - *“God will bless me with my soulmate in 2021.”*
- **Success (10%)** was fourth, including:
  - *“My wish is for my college graduate daughter to be a stage manager on Broadway when it opens again.”*
  - *“To learn all the code languages and get a degree and job in the computer field.”*
- **Wealth (7%)** was fifth, including:
  - *“I wish I was millionaire.”*
  - *“I wish my finances would be sorted and I could afford to treat my family.”*
- **Peace (5%)**, a perennial for those thinking beyond their immediate friends and family, was sixth, including:
  - *“May there be peace for all the members of my family.”*
  - *“Peace and love fill the world...let ego die!”*

### **Wishes for Self were first, then for Loved Ones, then for the World at Large**

54% of wishes were ones people expressed for themselves (e.g., happiness, a job, self-improvement), 23% were for love ones (e.g., family, friends), and 22% were for other topics generally (e.g., peace, end of hunger, etc.).

### **Unusual and Unique Wishes**

There’s no shortage of distinctive and wacky wishes, as always. Here are just a few so far:

- *“I wish to be a dragon sea monster so I can hide in the clouds and also scare people from the ocean when they are riding a boat.”*
- *“I wish I can shape shift into any thing in a game, real life or animal.”*
- *“I want to be Barney.”*
- *“To finally win the MEGA MILLIONS!”*
- *“Become best friends with the The Avengers.”*

### **Attached Graphic: Word Cloud from Online Wishes**

Times Square New Year's Eve produced a Word Cloud of the most common words which appeared in the 10,000+ wishes analyzed, which is attached and can be used as a graphic accompanying articles about this release. (Note that the top words which appeared vary slightly from the top themes because of the nature of the algorithm that creates a Word Cloud).

**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](http://www.TimesSquareNYC.org).

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

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