

FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Times Square New Year's Eve Announces Plans for Annual Good Riddance Day

After an Incredibly Challenging Year, the Public is Encouraged to Virtually Submit Unpleasant 2020 Memories for Joyous Shredding Tradition

Submissions Collected at TSQ.org/GoodRiddanceDay or on Social Media using #GoodRiddanceDay will be Printed and Shredded in Times Square on December 28th

TIMES SQUARE, NY - (December 17, 2020) – The **Times Square Alliance** and **Countdown Entertainment**, co-organizers of **Times Square New Year's Eve**, today announced plans for the 14th annual Good Riddance Day. Every year, on December 28th, Good Riddance Day offers the opportunity to destroy any unpleasant, embarrassing, and unwanted memories from the past year.

This year, event organizers are encouraging people from around the world to participate by sharing their Good Riddance Day memories via TSQ.org/GoodRiddanceDay or on Twitter and Instagram using the hashtag #GoodRiddanceDay. All submissions will be printed and shred during the official Good Riddance Day celebration in Times Square. Select submissions will be highlighted and read live during the event by Jonathan Bennett, host of the Times Square New Year's Eve celebration.

For the first time ever, Planet Fitness is a proud partner of Good Riddance Day. In reflecting on this past year, Planet Fitness set out to understand what Americans want to say “good riddance” to in 2020, so The Judgement Free Zone® commissioned a national study* on the topic. Not surprisingly, the results found that the majority (88 percent) of Americans have at least one thing from 2020 that they want to say “good riddance” to in the New Year. Among them, nearly two in three (65 percent) want to say goodbye to political or election-related conversations, while 62 percent are eager to forget about the toilet paper crisis of 2020. Meanwhile, two in five (41 percent) of parents want to say “good riddance” to remote schooling in the New Year while younger generations – including Generation Z (30 percent) and Millennials (28 percent) – are more likely than older generations – including Generation X (19 percent) and Baby Boomers (13 percent) – to want to leave video chats behind for good.

On Monday, December 28, at 12:00 p.m. in Times Square, the annual event will be livestreamed on the [Times Square Alliance Facebook page](#) and feature a larger than life piñata from Planet Fitness, ensuring everyone can say “good riddance” to 2020 by getting out their frustrations – figuratively speaking – and look forward to a promising year ahead in a big way.

“Good Riddance Day is a time to let go of bad memories or hardships from 2020 and leave them in the past before we head into the New Year,” said **Tim Tompkins, President of the Times Square Alliance**. “After the year we’ve had, we encourage people to join us in this therapeutic

event by participating online or on social media, as we finally say goodbye to 2020 and begin the New Year with hope.”

“Saying good riddance at the end of the year is a wonderful way to move onto the New Year with a clean slate,” said **Jeffrey Straus, President of Countdown Entertainment**. “All are invited to shred and shed their negative memories of 2020.”

“Given everything we’ve all been through this year, calling 2020 ‘stressful’ would be an understatement. The best way to relieve stress while also improving physical and mental well-being is through exercise, and Planet Fitness is here to get us all moving in 2021,” said **Jeremy Tucker, chief marketing officer at Planet Fitness**. “Taking a few swings at a piñata is a great way to get out that stress – and have a little fun in the process.”

Good Riddance Day is inspired by a Latin American tradition in which New Year’s revelers stuffed dolls with objects representing bad memories before setting them on fire.

**Online survey conducted by Kelton Global to 1,003 nationally representative Americans ages 18 and over, with a margin of error of +/- 3.1 percent.*

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:

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

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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, 2020, Planet Fitness had more than 14.1 million members and 2,086 stores in 50 states, the District of Columbia, Puerto Rico, Canada, the Dominican Republic, Panama, Mexico and Australia. 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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