



Times Square Alliance Announces Live Entertainment for the Annual Taste of Times Square Event on Monday, September 9

Times Square restaurants will provide live entertainment at Taste of Times Square this year with acts that perform regularly at their establishment

From a Caribbean steel pan player and band to Broadway showstoppers; from a West-African DJ set to Latin and Salsa music

New York, NY – August 21, 2024 – [The Times Square Alliance](#) announced live entertainment that will be part of the annual Taste of Times Square food and music festival on **Monday, September 9, 2024** from **5pm – 9pm**. Taste of Times Square is one of New York City’s longest-running outdoor food festivals highlighting the global cuisine available in the district and will once again feature live entertainment pulled directly from participating restaurants. Visitors and New Yorkers will get the unique experience of “tasting” both the food and live music options that Times Square establishments have to offer during this one evening.

Entertainment to be featured at this year’s Taste of Times Square include **Jasmine’s Caribbean Cuisine’s own steel pan player and band; Ellen’s Stardust Diner’s Stardusters featuring Broadway showstoppers; Havana Central’s high energy Latin music and Salsa by Sonido Costeño; Lagos TSQ’s West-African Fusion DJ;** and more.

In addition to these entertainers, this year’s Taste of Times Square will feature 30 participating restaurants serving “tastes”, ranging from Mexican, Caribbean, Argentinian, Italian, Indian, American and beyond. In an effort to bring the side street restaurants into the heart of Times Square, for the first time since 2011 the event will take place on **Duffy Square and the Broadway Plazas between 45th and 48th Streets**. The festival will kick off a month-long promotion of even more restaurants in Times Square celebrating the “happiest hour” with deals and promotions at establishments after 8pm when Broadway is in full swing. More details will be announced.

Participants will have the chance to register a wristband with their credit or debit card at the event to purchase “tastes” at the participating restaurants onsite. All “tastes” will be under \$10 with most between \$3 and \$6.

“Food and music are the perfect pairing to bring people together, and the relaunch of Taste of Times Square will be sure to delight all the senses and help all who attend celebrate the culturally diverse offerings of Times Square,” said **Joe Papa, Director of Events and Programming for the Times Square Alliance**. “Similar to our TSQ LIVE Crossroads Concert series featuring talent that entertains guests at our great Times Square restaurants, Taste of Times Square will do the same allowing attendees to feast on worldly cuisine and dance their way around the world, all within the plazas of Times Square.”

“Now in its 27th year, we’re thrilled to bring back one of Times Square’s favorite annual traditions and put a spotlight on our individual restaurants and chefs who make up the diverse fabric of the Crossroads of the

World,” said **Tom Harris, President of the Times Square Alliance**. “With over 200 restaurants and eateries representing over 30 global cuisines, Times Square’s dining scene is certainly an international experience and over the past several years we’ve seen so many new restaurants open in the district. This is the best way we can celebrate them and welcome them to Times Square.”

Participating restaurants and eateries include Applebee’s Grill & Bar, Bacall’s, Blue Fin, Bond 45, Brooklyn Chop House Times Square, Burger & Lobster, Carmine’s, Dim Sum Palace, Ellen’s Stardust Diner, Hard Rock Café New York, Havana Central, Jasmine’s Caribbean Cuisine, Junior’s Restaurant, Lagos TSQ, The Lambs Club, Lillie’s Victorian Establishment, The Long Room, Mari. Ne Handroll, Mermaid Oyster Bar Times Square, Palermo Argentinian Steak House, Pink Taco, Rosie O’Grady’s, Serendipity 3, Sony Hall, Spice Symphony, The Terrace and Outdoor Gardens at The Edition Hotel, Tony’s Di Napoli Restaurant, Toloache, Union Square Events at Marriott Marquis, and Virgil’s. The list is subject to change and additions. View the full list of restaurants along with menu items here: www.tsq.org/taste.

For more information, visit www.TSq.org and join the conversation on social media with #TasteTSq. To download assets from Taste of Times Square from 2019, click here for [video](#) and here for [photo](#).

The Alliance did host a variation of this event in 2020 and 2021 – Taste of Times Square Week – which promoted prix-fixe menus at restaurants, special outdoor dining areas with free live performances in the heart of Times Square. This event will be the first since 2019 to be a full outdoor food and music festival and will include a month-long promotion to combine all elements of the event as it has evolved over the years.

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About the Times Square Alliance

The Times Square Alliance works to improve and promote Times Square - cultivating the creativity, energy and edge that have made the area an icon of entertainment, culture, and urban life for over a century. Founded in 1992, the Alliance keeps the neighborhood clean and safe, promotes local businesses, manages area improvements and produces major annual events with partners including New Year's Eve, Solstice in Times Square and Taste of Times Square. As the custodians of Times Square, the Alliance works every day to improve the quality of life for the neighborhood residents and businesses while driving economic growth in New York City. www.TSq.org

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