



FROM: TIMES SQUARE 2010

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REQUEST FOR COVERAGE



3 Days Until New Year's Eve

**THIRD ANNUAL *GOOD RIDDANCE DAY*
HOSTED IN DUFFY SQUARE**

**THE PUBLIC IS INVITED TO SHED THEIR BAD MEMORIES FROM 2009
EVERYTHING FROM BAD TAX RETURNS AND PINK SLIPS
TO PHOTOS OF OLD LOVERS OR FUNNY AND FORGETTABLE MEMORIES**

**THE FIRST 100 PARTICIPANTS WILL RECEIVE A SPECIAL GIFT,
AND A GRAND PRIZE OF \$250 WILL BE AWARDED FOR
THE MOST CREATIVE MEMORY FROM 2009**

The co-organizers of New Year's Eve in Times Square (Times Square Alliance and Countdown Entertainment) are inviting the public to Shed & Shred all bad memories from 2009 and welcome a fresh start in the New Year on **Monday, December 28 at 12:00 PM in the pedestrian plaza at Duffy Square, between 46th and 47th Streets, on Broadway.**

SHREDDERS will be stationed throughout the pedestrian plaza at Duffy Square, and participants will have the opportunity to watch any funny, outlandish and forgettable memories from 2009 get sliced to pieces. A **DUMPSTER** will also be available on-site for any un-shreddable items, and a **SLEDGEHAMMER** will be on hand for participants who would prefer to have their lingering memories physically destroyed. Stationery will be accessible to passersby who wish to partake in the dramatic celebration. The first 100 participants to arrive in Times Square will receive a special gift, and a \$250 Grand Prize will be awarded to the Most Creative – and despicable – memory from 2009.

Please note that Good Riddance Day is a symbolic event for shredding single memories or ideas. It is not a mass shredding or disposal event, and we are unable to accommodate requests to shred large amounts of paper material.

For more information on Times Square New Year's Eve and our first Worldwide Webcast, please visit:
<http://timesquarealliance.com/>

DATE: MONDAY, DECEMBER 28
TIME: 12:00 PM / Media Check In: 11:30 AM
PLACE: PEDETRIAN PLAZA AT DUFFY SQUARE
Between 46TH & 47TH Streets on Broadway

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