



FROM: TIMES SQUARE 2009

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**NEW YEAR'S EVE ORGANIZERS
PRESENT
THE SECOND ANNUAL
GOOD
RIDDANCE DAY**

**A CHANCE TO - LITERALLY – THROW OUT OUR COLLECTIVE BAD MEMORIES FROM 2008 AS
2009 APPROACHES**

**THE PUBLIC IS INVITED TO SHRED THEIR BAD MEMORIES –
EVERYTHING FROM WORTHLESS STOCK CERTIFICATES AND
DEPRESSING BANK STATEMENTS
TO PHOTOS OF OLD LOVERS AND DEAR JOHN LETTERS –
IN TIMES SQUARE**

SUNDAY, DECEMBER 28, 1PM – 2PM

Special gift to the first 100 – and a Grand Prize of \$250 for the Most Creative

New York, NY (December 15, 2008) – The co-organizers of New Year's Eve in Times Square (Times Square Alliance and Countdown Entertainment) are inviting the public to say goodbye, once and for all, to those bad memories of 2008 at the Second Annual **GOOD RIDDANCE DAY**. On Sunday, December 28, 1pm – 2pm, shredders will be stationed on Duffy Square (between 45th and 47th Streets, Broadway and Seventh Avenue) to discard any distasteful, embarrassing and downright depressing memories from 2008.

Last year's inaugural **GOOD RIDDANCE DAY** was an unqualified success, with scores of people lining up to shred everything from disappointing report cards to CDs with a song they never wanted to hear again to fattening foods they'd sworn to renounce – anything with a bad memory from the previous year.

Among the memories people were most anxious to discard were:

- A photo of a woman put through the shredder by her ex-fiancée
- Images of a recently-removed appendix
- A 30-year mortgage, finally paid off
- Failed test scores from a disappointing CPA exam
- A picture of a demonic boss
- A cactus plant , given as a gift from an ex-lover

This year, a dumpster will be available for those un-shreddable items, as will a sledgehammer to pulverize all those bad memories away.

Passersby will also be invited to write their bad memories on stationery available on-site and watch as those awful recollections get sliced into shreds. The first 100 participants to show up in Times Square will receive a special gift with a Grand Prize of \$250 awarded for the Most Creative.

Those who can't make it to Times Square can submit their disposal memories on-line at www.TimesSquareNYC.org and organizers will put them through the shredder.

GOOD RIDDANCE DAY is inspired by a Latin American tradition in which New Year's revelers put artifacts from the previous year into giant dolls and set them on fire. It's just one of the ways cultures around the world symbolically lay the past year to rest and begin the new year with a clean slate.

"In Times Square, we like to do everything in dramatic style, so we're not just saying 'in with the new, out with the old' ", says Tim Tompkins, President of the Times Square Alliance, "We are annihilating a whole year's worth unwanted detritus – from worthless stock certificates to nightmare hairstyles, fashion disasters and regrettable romances. All of those bad memories will be shredded, splintered and obliterated forever."

"Good Riddance Day is a great way to put 2008 behind us, and begin celebrating the anticipation of a new year and new beginnings in 2009," says Jeff Straus, President of Countdown Entertainment.

For more information about **GOOD RIDDANCE DAY** log onto www.TimesSquareNYC.org.