



**FROM: TIMES SQUARE 2009**

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**TIMES SQUARE INFORMATION CENTER BECOMES  
“NEW YEAR’S EVE CENTRAL”  
WHEN THE CENTENNIAL NEW YEAR’S EVE BALL IS PUT ON DISPLAY  
FREE TO THE PUBLIC  
AND THE HUGELY-POPULAR  
3 MUSKETEERS “CONFETTI WISHING WALL” RETURNS**



*Times Square, New York (December 18, 2008)* -- The co-organizers of New Year’s Eve in Times Square (Times Square Alliance and Countdown Entertainment) are turning the Times Square Information Center (located between 46<sup>th</sup> and 47<sup>th</sup> Streets and 7<sup>th</sup> Avenue) into “New Year’s Eve Central” when they put last year’s Centennial New Year’s Eve Ball on display to the public for free and bring back the hugely-popular 3 Musketeers “Confetti Wishing Wall.” The Times Square Information Center is open from 8am to 8pm, seven days a week.

“The Times Square Information Center receives thousands of visitors a day from all over the world and we are thrilled to offer them an interactive New Year’s Eve experience,” said Times Square Alliance President Tim Tompkins. “From viewing the New Year’s Eve Ball up-close to sharing their wishes on pieces of confetti, everyone is encouraged to take part in our annual New Year’s Eve celebration.”

Last year, the co-organizers of New Year’s Eve in Times Square created a Ball specifically to mark the 100<sup>th</sup> birthday of the New Year’s Eve Ball, a universal symbol of celebration and the passage of time. That Centennial Ball was more than twice as bright as the previous one, with enhanced color capabilities and state-of-the-art LED lighting effects. Waterford Crystal had crafted a beautiful new design for the crystal triangles on the Ball and Philips Lighting provided new solid state lighting technology that substantially increased the brightness, energy efficiency, and color capabilities of the Ball.

"We are delighted to put on display for the first time in Times Square, the 100th Anniversary Times Square New Year's Eve Ball," said Jeffrey Straus, president of Countdown Entertainment and co-organizer of Times Square New Year's Eve. "This holiday season, thousands of New Yorkers and tourists from around the globe will have an opportunity to see up-close this exciting symbol of renewal and hope."

The Centennial Ball is currently on display at the Information Center until February. This year’s ball, which will become a year-round attraction above Times Square, will make its debut atop One Times Square this New Year’s Eve.

**3 MUSKETEERS “CONFETTI WISHING WALL”**

The 3 Musketeers “Confetti Wishing Wall” will also be at the Times Square Information Center. New Year’s Eve is a time when people of every background come together to express a collective hope for renewal – a yearning for a better personal or global future can sometimes take the form of resolutions or wishes. With that in mind, visitors to the Center are invited to write their wishes and resolutions for the upcoming year on pieces of official New Year’s Eve confetti, which will be displayed on the wall. For

those who cannot make it to Times Square to add personal wishes to the wall, a virtual wishing wall has been created at [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org).

On last year's inaugural Wishing Wall more than 98,000 wishes were submitted on-line and in person from almost three dozen different countries, including China, Ukraine, El Salvador, Israel, France, Brazil and Ireland. Wishes ranged from the most basic desire for happiness and peace to a pet kangaroo. Many wished to lose those stubborn extra pounds or to find the ever elusive Mr. Right. Others wished on behalf of sick family members asking for a cure to leukemia or for a kidney transplant.

This year's wishes will be collected at the end of the year, and added to the two tons of confetti that will fall on Times Square at midnight on New Year's Eve.

For more information, log onto [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org).