



FROM: TIMES SQUARE 2009

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REQUEST FOR COVERAGE

**NEW YEAR-ROUND ATTRACTION
TIMES SQUARE NEW YEAR'S EVE BALL TO BE TESTED**

**GIANT PHILIPS LIGHT SWITCH
LIGHTS UP NEW 11,875 POUND L.E.D. CRYSTAL TIMES SQUARE NEW YEAR'S EVE BALL
AND SENDS IT UP 141-FOOT FLAGPOLE ATOP ONE TIMES SQUARE**

*Raúl de Molina, Times Square host of Univision's New Year's Eve Special "¡Feliz 2009!" And
Univision's Angelica Vale To MC*

**TENS OF THOUSANDS OF NEW YEAR'S EVE BALLOONS
TO BE INFLATED FOR REVELERS AT TIMES SQUARE 2009 CELEBRATION**

The dress rehearsal of the new Times Square New Year's Eve Ball, in which it is lit and sent up the new taller 141-foot flagpole atop One Times Square, will be conducted on **Tuesday, December 30 at Noon**. This will be the first time the new year-round permanent Times Square New Year's Eve Ball will be lit high atop One Times Square.

Event co-organizers Tim Tompkins, President of the Times Square Alliance, Jeff Straus, President of Countdown Entertainment, and Susan Bloom, Director of Corporate Communications Philips Lighting will be joined by Raúl de Molina, host of Univision's New Year's Eve Special "¡Feliz 2009!" and Univision's Angelica Vale, to flip the giant switch that initiates the spectacular, state-of-the-art, lighting effects, powered by 32,256 Philips Luxeon LEDs and covered in 2,668 Waterford Crystals.

Immediately after the Ball test, media is invited to photograph volunteers on the 16th Floor inflating tens of thousands of balloons (and the return of the 3-foot balloons) that will be handed out, along with thousands of hats, scarves, confetti bags, pom-poms and chocolate min-bars to revelers on New Year's Eve.

DATE: TUESDAY, DECEMBER 30

TIME: 12:00 PM / **Media Check In: 11:30 AM**

PLACE: ONE TIMES SQUARE
Between 42nd & 43rd Streets (between 7th Ave. & Broadway)
Press Check In at 42nd Street Entrance

For day of event on site cell numbers, call 917 714 6670 Tom Chiodo or 917 439 7399 Andy Shearer

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