



FROM: TIMES SQUARE 2010

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REQUEST FOR COVERAGE



1 Day Until New Year's Eve

**NEW YEAR'S EVE BALL TO BE TESTED
FOR TIMES SQUARE CELEBRATION**

**GIANT PHILIPS LIGHT SWITCH
LIGHTS UP 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**

**THOUSANDS OF NEW YEAR'S EVE BALLOONS
TO BE INFLATED FOR REVELERS AT TIMES SQUARE 2010 CELEBRATION**

The dress rehearsal of the Times Square New Year's Eve Ball, in which it is lit and sent up the 141-foot flagpole atop One Times Square, will be conducted on **Wednesday, December 30 at Noon..**

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 flip the giant switch that initiates the spectacular, state-of-the-art, lighting effects, powered by 32,256 Philips Luxeon Rebel LEDs and covered in 2,688 Waterford Crystals.

Immediately after the Ball test, media is invited to the 5th floor to photograph the inflating of thousands of balloons that will be handed out along with thousands of hats to revelers on New Year's Eve.

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

DATE: WEDNESDAY, 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

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