



*For Immediate Release*

**ORGANIZERS ANNOUNCE  
STAR-STUDED TIMES SQUARE NEW YEAR'S EVE EVENT SCHEDULE**

*Featuring Performances by  
Jennifer Lopez, Daughtry, The Broadway Cast of HAIR, & More*

*All Performances Will Be Scene Live on the First Ever, Behind the Scenes  
New Year's Eve WorldWide Webcast*

**PLUS  
12 STUDENTS FROM THE 100 BEST HIGH SCHOOLS IN AMERICA  
-ALL NEW YORK CITY PUBLIC SCHOOLS-  
JOIN MAYOR BLOOMBERG  
TO LOWER TIMES SQUARE NEW YEAR'S EVE BALL TO WELCOME 2010**

*Times Square, New York (31 December 2009)* -- The co-organizers of Times Square New Year's Eve 2010 - Tim Tompkins, President of the Times Square Alliance, and Jeff Straus, President of Countdown Entertainment - have announced this year's schedule of entertainment for New Year's Eve in Times Square, featuring Jennifer Lopez, Daughtry, The Broadway Cast of HAIR, The USO Liberty Bells, Ana Isabelle, Taddy Porter, Delfina and Zone D'Tambore who will be appearing on the main stage throughout the evening. In addition, there will be hourly live practice countdowns with revelers in Times Square led by such celebrities Ryan Seacrest, Carson Daly, Anderson Cooper, Raúl de Molina and others.

"Join billions of viewers from around the world at the Crossroads of the World, to celebrate the good things in life, new beginnings, and the talent that we will see both on stage and in our special guests, students who themselves represent the best of New York and the world," said Times Square Alliance President Tim Tompkins.

"This year for the first time since Times Square New Year's Eve began in 1904, we invite revelers around the globe to become 'interactive' participants in the six-and-a half hour WorldWide Webcast during the festivities taking place in Times Square," said Jeff Straus. "If you can't be with us, join us for an exciting night of celebration, reflection and renewal."

Times Square New Year's Eve can be seen up close, behind-the-scenes and online for the first-ever Times Square New Year's Eve 2010 WorldWide Webcast. The new webcast will cover all the action in Times Square from the 6pm Ball Raising ceremony to the hourly practice countdowns, stage performances, special guests and the midnight Ball Drop, allowing worldwide

viewers to participate in the celebration while focusing on five separate insider story lines throughout the night. The Times Square 2010 Live Webcast will begin at 5:50pm on December 31, 2009 and end at 12:20am on January 1, 2010 and will be available at [TimesSquareNYC.org](http://TimesSquareNYC.org); [Livestream.com/2010](http://Livestream.com/2010), [Facebook.com/TimesSquareNYC](http://Facebook.com/TimesSquareNYC) and many other websites.

For more information about the WorldWide Webcast and up-to-date information on New Year's Eve in Times Square, visit [www.TimesSquareNYC.org](http://www.TimesSquareNYC.org). A detailed event schedule for the evening is ATTACHMENT "A" below.

Also, Mayor Michael R. Bloomberg announced that he will be joined in Times Square on New Year's Eve to push the button for the ceremonial lowering of the Times Square New Year's Eve ball by students from the 12 New York City public high schools which ranked among the 100 "Gold Medal" best high schools in America, according to *US News & World Report*. On previous New Year's Eves, Mayor Bloomberg has been joined for this moment – which is broadcast live around the world – by luminaries that have included former Secretary of State Colin Powell, actor Christopher Reeve and his wife Dana, United States Armed Forces veterans of Afghanistan and Iraq, and first responders from the NYPD and FDNY who had gone to New Orleans to help with that city's recovery. Last year, former President Bill Clinton and Senator Hillary Clinton, then the Secretary of State-nominee, joined the Mayor in Times Square. Every borough in New York City is home to at least one of these 12 high schools, and the individual students were selected by their principals to stand with the Mayor because of their exceptional academic performance and community service.

"New York City is the most exciting and important place on earth 24/7, but there's something particularly special about the last and first few seconds of the year, when more than a billion people around the planet have their eyes on us at the exact same time," said Mayor Bloomberg. "In that brief window, we get to showcase to the world what's best about New York, and I couldn't be more proud that these students – who represent everything we've done together to turn one of the nation's worst public school systems into its most promising – will be there with us."

"These students represent some of the best schools in the nation, but they also represent the incredible diversity of our city, including recent immigrants and lifelong New Yorkers from all five boroughs," said Schools Chancellor Joel I. Klein. "They are scholars, athletes, artists, and leaders who give generously to their schools and to their communities. I am extremely proud of them, their peers, and the educators whose dedication ensures that our students can look forward to continued success in 2010 and for decades to come."

*U.S. News & World Report*, which has been ranking the best colleges, universities, and graduate programs in America for decades, first began ranking the best public high schools in the country in December 2007. Six New York City public high schools ranked among the top 100 on that first list. In December 2008, nine New York City public high schools ranked among the top 100 on the *US News* list. This year, 12 schools from the Bronx, Brooklyn, Manhattan, Queens, and Staten Island were ranked among the nation's 100 best – a 100 percent increase in just two years.

The twelve students and the schools they represent is ATTACHMENT "B" below.

ATTACHMENT "A"  
**NEW YEAR'S EVE IN TIMES SQUARE EVENT SCHEDULE**

For 105 years, Times Square has been the center of worldwide attention on New Year's Eve, ever since the owners of One Times Square began in 1904 to conduct rooftop celebrations to greet the New Year. The first Ball Lowering celebration occurred in 1907, and this tradition is now a universal symbol of welcoming the New Year.

**4:00 p.m. December 31st**

**The Revelers**

Revelers start arriving late in the afternoon on New Year's Eve. By approximately 4:00 p.m., the Bow Tie of Times Square (42<sup>nd</sup> to 47<sup>th</sup> Sts. between Broadway & 7<sup>th</sup> Ave.) is fully closed to traffic. Revelers are directed by the NYPD to gather in separate viewing sections. As one section fills up, the revelers are directed by police to the next viewing section. As the evening progresses, revelers continue to fill the Times Square neighborhood along Broadway and Seventh Avenue moving uptown from 43<sup>rd</sup> Street to as far as Central Park.

**5:50 p.m.**

**Beginning of First Ever Times Square New Year's Eve WorldWide Webcast**

The first ever New Year's Eve live webcast, brought to you by the producers of New Year's Eve, Times Square Alliance and Countdown Entertainment, will provide a behind the scenes look at New Year's Eve in Times Square.

**6:00 p.m. to 6:05 p.m.**

**Opening Ceremonies - Lighting and Raising the Times Square New Year's Eve Ball**

The celebration begins with the lighting and raising of the New Year's Eve Ball atop One Times Square. The Event Organizers, Tim Tompkins and Jeffrey Straus will be joined by representative of the Philips Lighting Company to flip the giant switch which lights the New Year's Eve Ball and begins its ascent accompanied by special pyrotechnic effects atop One Times Square.

**6:05 p.m. to 6:13 p.m.**

**Musical Performance by Taddy Porter**

The Times Square New Year's Celebration gets started with Taddy Porter performing *Shake Me* and *I Gotta Love* at the Nivea Countdown Stage at Duffy Island in Times Square between 46th and 47th Streets.

**6:16 p.m. to 6:24 p.m.**

**Musical Performance by Delfina**

The Times Square New Year's Celebration continues with Delfina performing *Kiss On My List* and *Window* at the Nivea Countdown Stage at Duffy Island in Times Square between 46th and 47th Streets.

**6:25 p.m. to 6:28 p.m.**

**Nivea Vignette**

Nick Lachey and Vanessa Minillo will play Simon-Sez with a group of revelers at the NIVEA Kiss Platform to entertain and warm-up the audience in Times Square!

**6:45 p.m. to 6:49 p.m.**

**Univison Musical Performance by Zone D'Tambora**

Zone D'Tambora performs *Caramelo* at the Nivea Countdown Stage.

**6:51 p.m. to 6:55 p.m.**

**Univison Musical Performance by Ana Isabelle**

Ana Isabelle performs *Bidi Bidi Bom Bom* at the Nivea Countdown Stage.

**6:58 p.m. to 7:00 p.m.**

**Hourly Countdown with Carson Daly**

As we approach the New Year, Carson Daly will appear at the Nivea Countdown Stage to wish the Times Square revelers "Happy New Year", read some of the confetti wishes to be mixed into the confetti release at midnight, share his personal wish for the New Year and lead the revelers in counting down to the end of the hour.

**7:10 p.m.**

**Times Square 2010 Hats and Balloons**

The Times Square Alliance sanitation crews clad in bright red uniforms begin to distribute tens of thousands of fun handouts to the Times Square revelers for cheering in the New Year. Nivea is providing festive blue New Year's Eve hats and blue balloons tied with silver mylar ribbons along with useful Nivea Lip Care product to keep our lips looking and feeling beautiful for that unforgettable kiss at midnight.

**7:15 p.m. to 7:25 p.m.**

**NBC's New Year's Eve with Carson Daly: Musical Performance by the Broadway Show "Hair"**

The Broadway performers of the hit musical "Hair" sing *Let The Sunshine In* at the Nivea Countdown Stage.

**7:30 p.m. to 7:33 p.m.**

**Nivea Vignette**

Nick Lachey and Vanessa Minillo introduce the Kiss Chain at the NIVEA Kiss Platform!

**7:58 p.m. to 8:00 p.m.**

**Hourly Countdown with Ryan Seacrest**

As we approach the New Year, Ryan Seacrest will appear at the Nivea Countdown Stage to wish the Times Square revelers "Happy New Year", read some of the confetti wishes to be mixed into the confetti release at midnight, share his personal wish for the New Year and lead the revelers in counting down to the end of the hour.

**8:52 p.m. to 8:55 p.m.**

**Nivea Vignette**

Two romantic revelers will be featured at the NIVEA Kiss Platform for a special midnight practice Kiss ...3..2..1.., Kiss like a billion people are watching!

**8:58 p.m. to 9:00 p.m.**

**Hourly Countdown with Anderson Cooper**

As we approach the New Year, Anderson Cooper will appear at the Nivea Countdown Stage to wish the Times Square revelers “Happy New Year”, read some of the confetti wishes to be mixed into the confetti release at midnight, share her personal wish for the New Year and lead the revelers in counting down to the end of the hour.

**9:58 p.m. to 10:00 p.m.**

**Hourly Countdown with Surprise Guest**

As we approach the New Year, a Surprise Guest will appear at the Nivea Countdown Stage to wish the Times Square revelers “Happy New Year”, read some of the confetti wishes to be mixed into the confetti release at midnight, share his personal wish for the New Year and lead the revelers in counting down to the end of the hour.

**10:10 p.m. to 10:16 p.m.**

**ABC’s Dick Clark’s New Year’s Rockin’ Eve: Musical Performance by Daughtry**

Daughtry performs a medley of *Everytime You Turn Around* and *Life After You* at the Nivea Countdown Stage.

**10:37 p.m. to 10:43 p.m.**

**ABC’s Dick Clark’s New Year’s Rockin’ Eve: Musical Performance by Daughtry**

Daughtry performs a medley of *No Surprise* and *Home* at the Nivea Countdown Stage.

**10:58 p.m. to 11:00 p.m.**

**Hourly Countdown with Raúl de Molina**

As we approach the New Year, Raúl de Molina will appear at the Nivea Countdown Stage to wish the Times Square revelers “Happy New Year”, read some of the confetti wishes to be mixed into the confetti release at midnight, share his personal wish for the New Year and lead the revelers in counting down to the end of the hour.

**11:05 p.m. to 11:08 p.m.**

**Nivea Vignette**

Two romantic revelers will be featured at the NIVEA Kiss Platform for a special midnight practice Kiss ...3..2..1.., Kiss like a billion people are watching!

**11:20 p.m. to 11:25 p.m.**

**Times Square Sing-Along Featuring the Liberty Bells**

The USO’s Liberty Bells perform a seventies medley and a special Service Salute at the Nivea Countdown Stage.

**11:38 p.m. to 11:46 p.m.**

**ABC’s Dick Clark’s New Year’s Rockin’ Eve: Musical Performance by Jennifer Lopez**

Jennifer Lopez performs a medley of *Louboutins*, *Waiting For Tonight*, and *Let’s Get Loud* at the Nivea Countdown Stage.

**11:59 p.m.**

**The Sixty-Second Countdown**

The Times Square 2010 Special Guest and New York City Mayor Michael Bloomberg push the Waterford crystal button that signals the descent of the New Year’s Eve Ball, and lead the final sixty-second countdown to the New Year at the Nivea Countdown Stage.

## **The New Times Square New Year's Eve Ball**

The lighted Ball descends 70 feet in sixty seconds. The Ball is a geodesic sphere, twelve feet in diameter, weighing 11,875 pounds. The Ball is covered with 2688 Waterford crystal triangles and lit by 32,256 Philips Luxeon Rebel LEDs.

### **12:00 a.m. -- New Year's Day**

#### **2010 Sign**

At the stroke of Midnight, the lights on the New Year's Eve Ball are turned off as the numerals of the New Year "2010" burst to life shining high above Times Square.

#### **Times Square Confetti Release and Pyrotechnic Effects**

The world-famous New Year's Eve confetti is released from the rooftops of buildings throughout Times Square creating a celebratory blizzard of colorful confetti as revelers welcome the New Year accompanied by colorful pyrotechnic effects.

### **12:20 a.m. - Conclusion of Event and Times Square New Year's Eve WorldWide Webcast**

## **ATTACHEMENT "B" 12 STUDENTS AND SCHOOLS SPECIAL GUESTS FOR TIMES SQUARE NEW YEAR'S EVE 2010**

**Christina Gomes** is a senior at the Baccalaureate School for Global Education in Queens. She is a successful student who is on track to earn an International Baccalaureate diploma while participating actively in a broad range of extracurricular and community service activities. She served as president of the student government during the 2006-07 school year and co-founded the school's Women's Empowerment Group. Christina has participated for three consecutive years as an Earth Day volunteer in Socrates Sculpture Park, has tutored elementary school students in math, donated time to support the Salvation Army and the Humane Society, and volunteered as a trailblazer in a Wyoming national park. Her creative interests include belly dancing, writing, sketching, and watercolor painting.

**Sewon Kang** is a senior at Bronx High School of Science where she is very involved in student government. She is a member of the volleyball team, is in the Honors society, and is an active member of her church where she participates in several volunteer activities and community outreach. Sewon was accepted by early decision to Wesleyan University with a full scholarship as a recipient of the Questbridge scholarship, a very prestigious and competitive scholarship program.

**Kwame Ocran** is a senior at Brooklyn Technical High School where he has a 91 GPA and plans to be a pre-med major in college. He has participated in CUNY's College Now program, which allows high school students to earn college credits. He is active in his church and in community

service activities, is an officer in the school's gay-straight alliance, and is a member of the Red Cross club and the school's junior varsity football team. Kwame has participated in numerous musical and dramatic productions at the school, and is a leader in the student government organization.

**Karnisa Aya** is a senior and president of the student government at the High School for American Studies at Lehman College in the Bronx. She has a 95 average and has taken numerous Advanced Placement and college-level classes. Karnisa, whose birthday is January 1<sup>st</sup>, hopes to attend Brown University and plans to major in English.

**Samantha Ye** is a senior at the High School for Dual Language and Asian Studies in Manhattan. For the past two years she has been a member of a student group at New York University (NYU) that performs Shakespearean plays, which is especially impressive since she came from China only four years ago and had to learn English. By her junior year, in addition to Advanced Placement classes in English, Chinese, calculus, chemistry and biology, she had already taken classes at CUNY for College Now credits and at NYU. Samantha is president of the Student Council and was instrumental in establishing a student government organization at the school. As a student team leader for New York Cares for the past two years, she recruits students to participate in two community service projects per month which have included volunteering in soup kitchens, collecting and sorting donated coats, working with senior citizens, and doing arts and crafts in a daycare center. Samantha will attend Cornell University next year on a full scholarship.

**Stephanie Fernandez** is a senior at the High School for Law and Public Service in Manhattan where she ranks third in a class of 175. In the past four years she has been recognized by the faculty and her peers as a young woman who has accomplished a multitude of undertakings. Some of Stephanie's achievements include initiating a volunteer program at the Breast Cancer Research Foundation and establishing the All Teens 2gether Foundation to pair adolescents and children who are struggling with cancer with healthy adolescents, to provide a sense of harmony. She is a National Honor Society member and is the president of the student government. Stephanie will be attending Barnard College in September 2010.

**Fiona Porkka** is a senior at the Queens High School for the Sciences at York College. She is a top student at the school, excelling academically while participating actively in extracurricular activities and holding down a part-time job. Fiona is a member of the ARISTA honor society and vice president of the school's video and photography club. She loves to read and to write fiction. She hopes to attend the Massachusetts Institute of Technology.

**Andre Gardiner** is a senior at New Explorations into Science, Technology, and Math High School in Manhattan, where he has maintained a 96 percent average while being actively involved in numerous extracurricular activities. He is the current president of Model UN and the former president of student government, and he has also served as student representative on the School Leadership Team for three years. Outside of school, Andre is a legislative aide and community liaison with Assembly Member Brian Kavanagh who represents the 74<sup>th</sup> New York State Assembly district. Over the past two summers, Andre worked in the Manhattan District Attorney's Legal Bound program and served as a research analyst with Mayor Bloomberg's 2009 campaign.

**Miguel Alejandro Peneranda, Jr.** is a senior at Newcomers High School in Queens where he is president of the student government and a member of the school's fitness and tennis teams. Miguel immigrated to the United States from Ecuador in July 2007. He is actively

involved in numerous clubs and community service activities including Making Strides Against Breast Cancer, City Harvest, New York City Marathon, and Big Brother, Big Sister. Miguel will attend college next fall and aspires to be a high school teacher, preferably in New York City.

**Henrique Scott** is a senior at Staten Island Technical High School. In addition to managing a rigorous academic course load, he is secretary in the student organization, through which he has been able to utilize and build his leadership skills. Henrique is also a scholar-athlete excelling in the triple jump event for both boys' varsity indoor and outdoor track, and holds the Staten Island Borough Championship title for the 2009 outdoor track season. He is currently the #1 ranked triple jumper in the PSAL for the 2009-2010 indoor track season, and will attend Cornell University next fall.

**Lily Ostrer** is a senior at Stuyvesant High School in Manhattan where she is a member of the school's track team. Lily is also active in numerous clubs and community service activities. She co-chairs the Stuyvesant blood drive and runs both the school food drive and the photography auction.

**Jeannette Raymond** is Senior Council President at Townsend Harris High School in Queens where she has participated in school musical productions for the past three years. Jeannette co-founded the "Malcontents," a music, art, and literature club and the Students Against Animal Cruelty (SAAC) club. She has spent the majority of her free time caring her for parents. Her mother is confined to the home and requires round-the-clock care. Her father, Chief Master Sergeant of the 143<sup>rd</sup> Air Tactical Division of the United States Air Force, passed away on December 15. Jeannette will graduate with an advanced Regents diploma in June before heading to college next fall.

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