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*FOR IMMEDIATE RELEASE*

***Times Square 2000***

***Will Greet New Year 2000 in Every Time Zone as Part of 24-Hour,  
Multi-Media Celebration of World's Cultures***

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***SPECTACULAR NEW TIMES SQUARE NEW YEAR'S EVE BALL TO  
DEBUT***

*Times Square 2000, The Global Celebration at the Crossroads of the World* will be the largest New Year's Eve celebration ever held in Times Square's 95-year history, a multi-media celebration beginning Friday, December 31st at 6:30 AM (EST) and continuing for 24 hours. The live program will feature music, special effects, oversized processional puppets, video broadcasts from around the globe, and more than 500 costumed dancers and actors performing over a half-square mile of Times Square. Beginning with the arrival of the year 2000 in the South Pacific, revelers at *Times Square 2000* will celebrate the people and cultures from around the world as the New Year arrives in each of the world's time zones. The festivities will continue each hour on the hour until 6:30AM, January 1st, when the last time zone in the mid Pacific enters the New Year.

This year marks the debut of a spectacular new Times Square Ball. Six feet in diameter and weighing 1,070 lbs., the new Times Square New Year's Eve Ball is covered with 504 Waterford Crystal triangles featuring an original "Star of Hope" design. The Ball will be illuminated by 600 multi-colored Philips Halogená light bulbs, 96 high intensity strobe lights, and 92 rotating pyramid mirrors. The New Con Edison lighting effects will produce a state-of-the-art light show of dazzling colorful patterns.

This year, the New Year's Eve Ball will make its first appearance in the opening hour of the festivities and shine throughout the day. At 11:59 PM (EST), the new Ball will make its historic, maiden voyage down the 77-foot flagpole atop One Times Square, triggering a spectacular celebration.

**Program Elements**

In size and scope, *Times Square 2000* will be many times larger and more spectacular than any previous Times Square celebration and, indeed, unlike any event ever staged in an

urban setting. With a running crew of more than 1000, the event will combine elements of theatre, street carnival, pageants, sound and light shows, and dance. From its global theme to its audience size -- more than one million people in Times Square and a television audience exceeding one billion -- *Times Square 2000* promises an epic experience. Even the stage management of the event will be momentous, with timing cues taken off a signal transmitted to Times Square from the atomic clock in Colorado.

The hourly celebrations will vary in complexity and media. For example, at 10AM (EST) in Times Square, as Japan and North and South Korea enter Year 2000, the thunderous percussion of live Taiko drummers will fill the square, heralding the entrance of nearly 100 costumed dancers performing under a gentle shower of cherry blossom confetti.

At 3PM (EST), when the New Year arrives in the Indian subcontinent, a 22 foot-long elephant will lumber through the Square to the accompaniment of native music. From the buildings surrounding the Square, thousands of red streamers will be launched.

As the clock strikes 6PM (EST) on December 31st and 41 European and African countries enter the New Year, dozens of puppeteers unfurl 57 banners totaling 760 feet in length. Made up of silhouette cutouts created by students of the New York City Public Schools, the banners represent the children of the 41 different countries.

At 10PM (EST), as midnight reaches the rain forest of South America, a sound track of thundering tribal percussion will fill Times Square and a fantasy world will be conjured using tropical processional puppets, including monkeys, ants and butterflies.

The production will also feature:

- More than 500 dancers, actors, musicians and puppeteers - native New Yorkers and troupes from around the world - performing in 24 separate midnight celebrations throughout the Square and on a specially built stage with effects provided by Con Edison.
- Seven giant Panasonic Astrovision screens broadcasting live images from New Year's Eve celebrations in hundreds of cities on all seven continents as they enter the Year 2000.
- 150 processional puppets, from a spry "Baby Time," to a sprawling Chinese dragon the size of a city bus, to a slithering snake measuring 60 feet in length.
- A sound score, nearly 12 hours long, blending indigenous and original music with dazzling aural effects broadcast over 18 speaker stacks and a state-of-the-art 16-channel surround sound system, allowing the music and effects to sweep through Times Square.
- Dozens of multi-media special effects ranging from pyrotechnics to four tons of confetti and unique, custom-designed airborne decorations, which will shower the throngs below from 13 buildings.

Times Square 2000 will produce a live, 18-camera television broadcast of the event. This Times Square Television (TVTS) pool feed will be provided free to media organizations

around the world on a non-exclusive basis, for their use in creating television programming relating to the event. For satellite coordinates, consult [timessquarebid.org](http://timessquarebid.org)

The Times Square BID and Countdown Entertainment are the organizers and official sanctioning body of the annual Times Square New Year's Eve celebration and *Times Square 2000*. The event is produced in coordination with *NYC 2000*, the official host committee for New York City millennium activities.

The Times Square Business Improvement District, supported by mandatory assessments paid by the property owners and businesses in the area, provides supplementary tourism, security and sanitation services, economic development, public improvements, and promotions to make the "Crossroads of the World" clean, safe and friendly for the millions of people who visit, work and live in the community. Brendan Sexton serves as the President of the Times Square BID.

Countdown Entertainment, which represents the owners of One Times Square and the New Year's Eve Ball, is a marketing management and consulting services company specializing in the Times Square area. Jeffrey Straus is the President of Countdown Entertainment.

Worldwide sponsors of New Year's Eve in Times Square and *Times Square 2000* include presenting sponsor Discover®Card, Consolidated Edison, DoubleTree Guest Suites, Korbel Champagne Cellars, Panasonic and Waterford Crystal.

*Times Square 2000* is produced by the Times Square BID and Countdown Entertainment. Peter Kohlmann is Executive Producer. Geoff Puckett is Creative Producer and writer. Don Gilmore is Associate Producer, Production. Christine Krische is Associate Producer, Media Relations. David Stern is Associate Producer, Video. Michael Curry is the Artistic Director and Puppet Designer. David Parsons is Dance Director. Anthony Salerno, Jr. is Coordinating Producer. The design team also includes: Roy Bennett (lighting), John Kilgore (sound) and David Woolard (costumes). Brooke Wentz is the World Music Producer and Treb Heining is designing the confetti and airborne effects.

Further event information will be posted on [timessquarebid.org](http://timessquarebid.org) and [timessquare2000.com](http://timessquare2000.com)