

**For Immediate Release**

**#94-19**

**NYC EMERGENCY MANAGEMENT AND TIMES SQUARE ALLIANCE LAUNCH  
SHORT CODE FOR TIMES SQUARE NEW YEAR'S EVE FESTIVITIES**

*Text NEWYEARSEVE to 692692 to receive important alerts and notifications about New Year's  
Eve Times Square celebrations*

**December 26, 2019** — If you want to stay notified about this year's Times Square New Year's Eve festivities, look no further. The New York City Emergency Management Department and Times Square Alliance have teamed up to keep you up-to-date with key alerts and notifications. New Yorkers and visitors can text the keyword NEWYEARSEVE to 692692 (NYCNYC) to receive updates about weather, road closures, traffic delays and more. Message and data rates may apply.

“We are thrilled to partner once more with Times Square Alliance to keep spectators informed at the click of a button. By texting NEWYEARSEVE to 692692, we are making it easy for anyone to receive real-time information about this year's event. As we celebrate the New Year together, I want to wish everyone a safe and prosperous 2020,” **NYC Emergency Management Commissioner Deanne Criswell** said.

“Once again, it is impossible to overstate our gratitude to the NYPD for their work to make Times Square safe, not only on New Year's Eve, but every day of the year. With this system, implemented by NYC Emergency Management last year, it has become easier to get the word out quickly with real-time information that will continue the City's efforts to make this event as safe as it can be,” **Tim Tompkins, president of the Times Square Alliance** said.

**Tips for attending the New Year's Eve Ball Drop in Times Square**

- Arrive early. The New York City Police Department will begin closing down access to Times Square starting at 38th Street and Broadway, and moving north as revelers arrive. Viewing areas will start at 43rd Street and move north. Access to Times Square on the evening of December 31 will be from 6th Avenue or 8th Avenue only.
- Heavy traffic conditions and road closures are expected, so mass transit is strongly encouraged.
  - Please note that the MTA has advised that some entrances/exits at Times Square-42 St Station may be temporarily closed for crowd control. Visit [mta.info](http://mta.info) for more information.
- Dress for the weather.

Visit [www.timessquarenyc.org](http://www.timessquarenyc.org) for additional tips and information.

Notify NYC is the City's free, official source for information about emergency events and important City services. The opt-in SMS service is just one of many ways people can stay

informed with Notify NYC. New Yorkers can download the Notify NYC mobile application, which is available for free download from iTunes or Google Play. To learn more about the Notify NYC program or to sign up, visit [NYC.gov/NotifyNYC](https://nyc.gov/NotifyNYC), call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115), or follow @NotifyNYC on Twitter. For up-to-date New Year's Eve information, text *NEWYEARSEVE* to 692692.



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**MEDIA CONTACT:** Omar Bourne (718) 422-4888

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