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New Spectacular Hits New York as Times Square Advertising Coalition Reveals Three Major 2011 Initiatives for the Cross Roads of the World

## **Introducing Nightly "Midnight Moment" to Illuminate Digital Billboards - Delivering Must-See Spectacle to the Heart of New York**

## **CrossRoads Awards Will Recognize Spectacular Creativity & Shine a Spotlight on Great Advertising on the Great White Way**

## **New Public Art Campaign Showcasing Fresh Talent in Visual Design**

NEW YORK, Sept. 30 /PRNewswire/ -- A brand new New York spectacular event will unfold nightly in Times Square in 2011 as the Times Square Advertising Coalition (TSAC) – a trade association representing advertising stakeholders in New York City's Times Square – institutes a "**Times Square Midnight Moment**," creating a daily "must-see" event that becomes *THE* centerpiece of each evening along the Great White Way in the heart of NYC.

The plan for a spectacular end to every evening in New York City, promising to generate destination driving excitement in America's Town Square, is just one of a three-part program of exciting new initiatives announced today by TSAC at a reception at the NASDAQ MarketSite overlooking the Cross Roads of World.

"We devised this multi-pronged campaign to not only celebrate all things imaginative and artistic about advertising in Times Square, but also produce a brand new Times Square experience for visitors," said Harry Coghlan, Times Square Advertising Coalition Founder and President, and President and General Manager of Clear Channel Outdoor's New York & Spectacolor divisions.

"Midnight Moment' brings a touch of excitement to the fabled site every day of the week – adding a new must-see attraction to the city's most famous destination," said Don Blanton, CEO and President, The WOW Factor, Inc., a member of TSAC.

The second element of TSAC's plans for 2011 is a new **CrossRoads Awards program** that will recognize Times Square advertising creativity and innovation. As part of the CrossRoad Awards, TSAC announced a Times Square Sign Hall of Fame, celebrating individuals and brands for their iconic Times Square-specific contributions. The first inductees into the Times Square Sign Hall of Fame include:

- Artkraft Strauss – the historic designer and creator of many of Times Square's iconic signs and displays
- JVC – manufacturer of home, mobile, and automotive electronics equipment and accessories, and a Times Square advertising veteran for over 30 years

Tama Starr, Artkraft Strauss President, accepted the award on behalf of the company her grandfather, Jacob Starr, founded. And a representative was on hand to collect the accolade for JVC.

The third element of the program is TSAC's plan for a visual **public art campaign** projected on the digital screens of Times Square in partnership with the Times Square Alliance Public Art Program, as well as local schools. The public art program, the details of which will be announced at a later date, seeks to enrich the area's cultural landscape.

"New York City is home to some of the most inspirational artists in the world and through this unique program, we're giving them the opportunity to have their work displayed on the digital screens in Times Square, and bringing a rich cultural experience to onlookers," said Tim Tompkins, President of the Times Square Alliance, a co-partner of TSAC.

### **And the CrossRoads Award goes to...**

The CrossRoads Awards program will kick-off with a ceremony slated for Advertising Week 2011 in September, recognizing spectacular creativity taking place in Times Square for the duration of the previous year. Categories include:

- Hall of Fame – for brand(s) with long term spectacular commitment to Times Square
- Lifetime Achievement – recognizing person or organization for their contribution to the advertising backdrop of Times Square
- People's Choice Award – award chosen by industry peers via the TSAC Web site
- Best Short Form Static Creative – for static campaigns completed in four weeks and less
- Best Long Form Static Creative – for static campaigns running for more than four weeks
- Best Short Form Digital Campaign – for digital campaigns completed in four weeks and less
- Best Long Form Digital Campaign – for digital campaigns running for more than four weeks
- Best Retail Digital Execution – for retail-related digital campaigns
- Best Retail Static Execution – for retail-related static campaigns
- Best Broadway Show Campaign – for a non-marquee advertisement of a Broadway show
- Best Environmental Awareness Creative / use of Green Technology – for "green-est" creative
- Best Marketing / Promotional event – for exemplary event marketing/promotional effort
- Best Interactive Campaign – for best use of interactive technology in a campaign
- Best Non-Commercial Creative – includes public art, public service, etc.
- and Best of Times Square

The CrossRoads Awards judging panel is currently being assembled and will be comprised of key influencers and taste makers from the arts, entertainment and media fields. In the near term, TSAC will announce a design competition to create the physical CrossRoad Award.

The submission process for the 2011 CrossRoads Awards will open in January 2011. Additional information can be found at [TimesSquareAdCoalition.org](http://TimesSquareAdCoalition.org).

TSAC formed in September 2009. Currently, its roster of member companies includes the likes of Clear Channel Spectacolor, Sherwood Outdoor, ABC Regional Sports & Entertainment Sales, D3 LED, Hard Rock Cafe, Hines Management, Landmark Sign & Electric, Monster Media, Newmark Knight Frank, North Shore Neon, P.R.omotion!, Show & Tell Production, The Times Square Alliance, The WOW Factor, Times Square(2) – Thomson Reuters / NASDAQ, Titan Outdoor and YESCO.

### **About The Times Square Advertising Coalition:**

The Times Square Advertising Coalition represents the key branding, marketing and advertising stakeholders in New York City's Times Square. The Association works to ensure that Times Square remains the most colorful and vibrant commercial corridor on earth, guaranteeing optimal brand exposure and excitement for its media partners. For more information, please visit [www.timessquareadcoalition.org](http://www.timessquareadcoalition.org).

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