



## TSAC Reveals 3 New Initiatives for 2011

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by BWW News Desk



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.