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Times Square to Feature Nightly ‘Midnight Moment’


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Great news for New Yorkers who have always wanted to experience the electricity of Times Square on New Year’s Eve minus the suffocating hordes of people ... or, um, the New Year’s Eve aspect. The Times Square Advertising Coalition has announced plans for a nightly "Times Square Midnight Moment," which it hopes will become a "a new must-see attraction." Yep, beginning in 2011, multiple digital billboards will offer some sort of illuminating display at midnight to “offer a bright end” to the evening. The perfect end to a Hard Rock Café–M&M’s World date night. [[Media Decoder/NYT](#)]

By: [Josh Duboff](#)

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