

### New York City, October 1, 2010

The Times Square Advertising Coalition reception for 2010 Advertising Week was the ideal setting for several major announcements concerning the organization's planned program of activities for 2011. The event, held at the NASDAQ MarketSite on September 30th, was well attended by advertising industry executives and featured a visit by Manhattan Borough President Scott Stringer. The announcements made at the event, concerning TSAC's plans for the 2011 CrossRoads Awards and a new "Midnight Moment" in Times Square, received considerable attention in national and local media (see back page for news coverage.)

TSAC will be working in the coming months to create a new "must-see" event, the "**Times Square Midnight Moment**," a new centerpiece of each late evening along the Great White Way in the heart of NYC.

TSAC also launched the new **CrossRoads Awards** program to recognize Times Square advertising creativity and innovation (see pack page for further details on 2011 CrossRoads Awards.)

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 Times Square Alliance Public Art Program as well as local schools.

This multi-pronged campaign will celebrate all things imaginative and artistic about advertising in Times Square and produce a brand new Times Square experience for visitors.

For more info: [www.TimesSquareAdCoalition.org](http://www.TimesSquareAdCoalition.org)

TSAC Board Welcomes Manhattan Borough President Scott Stringer  
Pictured below at 9/30 Reception, from left: Dave Jenssen, Gerald Griffin, Harry Coghlan, Scott Stringer, Fred Rosenberg, Tim Tompkins, Don Blanton and Tom Hennigan

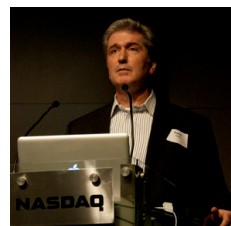


### Times Square Hall of Fame

As part of the Crossroads Awards Launch, TSAC announced its first inductees into the Times Square Hall of Fame, celebrating individuals and brands for their iconic Times Square contributions.



Tama Starr (pictured left) accepted an award for **Artkraft Strauss** founder **Jacob Strauss** (pictured right), historic designer and creator of many of Times Square's iconic signs and displays



Terry Shea (pictured above, left) accepted an award for **JVC**, manufacturer of electronics equipment and accessories and Times Square advertiser for 30 years.

- SHERWOOD OUTDOOR
- ABC REGIONAL SPORTS & ENTERTAINMENT SALES
- CLEAR CHANNEL SPECTACOLOR
- D3 LED
- HARD ROCK CAFÉ

- 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
- THOMSON REUTERS
- TITAN OUTDOOR
- YESCO

# 2011 CrossRoads Awards

TSAC's 2011 CrossRoads Awards program will recognize Times Square advertising creativity and innovation. The program will kick-off with a ceremony slated for Advertising Week 2011 in September, recognizing spectacular creativity taking place in Times Square during the previous year. The judging panel is currently being assembled and will comprise key influencers and taste makers from the fields of art, entertainment and media. The submission process for the 2011 CrossRoads Awards will open in January 2011. For additional information visit [www.TimesSquareAdCoalition.org](http://www.TimesSquareAdCoalition.org)

## Categories include:

- Hall of Fame
- Lifetime Achievement
- People's Choice Award
- Best Short Form Static Creative
- Best Long Form Static Creative
- Best Short Form Digital Campaign
- Best Long Form Digital Campaign
- Best Retail Digital Execution
- Best Retail Static Execution
- Best Broadway Show Campaign
- Best Environmental Awareness Creative
- Best Marketing/Promotion Event
- Best Interactive Campaign
- Best Non-Commercial Creative
- Best of Times Square

## The TSAC 9/30 Event was featured in the following media outlets:

The New York Times (see below), New York Magazine, The Wall Street Journal, Media Buyer Planner, Entertainment Close-Up, Daily DOOH, Broadway World, Gothamist, Times Square Chronicles, Media Life Magazine, Screen Media Daily

### A New 'Midnight Moment' In Times Square

By STUART ELLIOTT

The New York Times

September 30, 2010

The countdown to the New Year at midnight on Dec. 31 has been a fixture of Times Square for decades. Soon, the other 364 days of the year will also get their own midnights in the spotlight.

The Times Square Advertising Coalition, whose members include companies that operate and own signs in the neighborhood, plans to introduce a nightly "Times Square Midnight Moment," beginning in 2011. Multiple digital billboards will be illuminated in a way that will offer a bright end to each evening in Times Square.

The goal is to add "a new must-see attraction" to the area, said Don Blanton, president and chief executive of Wow Factor, a company that belongs to the coalition along with companies like ABC Regional Sports and Entertainment Sales, Clear Channel Spectacolor, Sherwood Outdoor, Thomson Reuters and Titan Outdoor.

The "Midnight Moment" concept was among several initiatives to be announced at a reception on Thursday evening at the NASDAQ MarketSite in — where else? — Times Square.

The reception is among numerous events being held this week during the 2010 Advertising Week.

The coalition is also to describe a public art campaign to take place in 2011, to be projected on the digital screens in Times Square in a partnership with the Times Square Alliance Public Art Program. The alliance is also a member of the coalition.

There are also plans to begin during the 2011 Advertising Week an annual awards ceremony that will be known as the Crossroads Awards. The coalition had originally planned to start giving out the awards, to celebrate achievement in outdoor advertising, during this year's Advertising Week.

The Crossroads Awards — so named to nod to the nickname for Times Square, as the crossroads of the world — will include a Times Square Sign Hall of Fame.

The first inductees will include Artkraft Strauss, which created many of the well-known, elaborate Times Square signs that go by the term spectaculars, and JVC, which has advertised elaborate Times Square signs that go by the term spectaculars, and JVC, which has advertised in Times Square for more than 30 years.



TSAC members and guests at cocktail reception preceding the program launch.



TSAC Awards presentation and launch of the organization's ambitious 2011 program.

For information about TSAC, including membership opportunities, please contact:

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