



FROM: TIMES SQUARE NEW YEAR'S EVE

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FOR IMMEDIATE RELEASE

Multi-Platinum Pop Singer, Songwriter and 2019 GRAMMY Award Nominee Bebe Rexha to Headline Musical Lineup for Times Square New Year's Eve, with Chart-Topping Alt-Pop Band lovelytheband, on the Live, Commercial-Free Webcast and TV Pool Feed

Bebe Rexha to Perform John Lennon's "Imagine" and Hit Singles "Meant to Be," "Me, Myself & I," and "I'm A Mess"

Alt-Pop Band lovelytheband to Perform Multi-Format Chart-Topping Hit Song "broken," as well as the Alternative Radio Smash "these are my friends," and New Single, "maybe, i'm afraid"

*Southern California Dance Crew **The Lab** to Perform*

Webcast Available to Embed for Digital Media Outlets, Bloggers, Social Media Editors, Webmasters, and More

NEW YORK - December 13, 2018- Times Square Alliance and Countdown Entertainment, co-organizers of New Year's Eve in Times Square, today announced that pop music sensation and 2019 GRAMMY Award Nominee **Bebe Rexha** will headline the live Times Square New Year's Eve commercial-free webcast and TV pool feed. Alt-pop band **lovelytheband** will also perform on the webcast and TV pool feed, which will feature an array of performances, interviews, original content and hourly countdowns from the center of the festivities in Times Square.

In addition to the musical performances, **Allison Hagendorf**, Global Head of Rock at Spotify, network television host, and Live Announcer of the MTV Video Music Awards and MTV Movie Awards, will return for her seventh year as the Times Square New Year's Eve Event Host.

The 10th annual webcast will cover the action and festivities in Times Square, beginning with the Ball Raising at 6 p.m. EST, plus live musical performances, hourly countdowns, behind-the-scenes stories, and star-studded interviews as anticipation builds towards the midnight countdown and the famous Ball Drop.

Multi-platinum selling singer, songwriter **Bebe Rexha** will continue the New Year's Eve tradition of singing John Lennon's "Imagine" moments before midnight as well as performing several of her global smash hit songs earlier in the night which include, "Meant to Be," "Me, Myself & I," and "I'm a Mess."

Celebrated alt-pop band **lovelytheband** will also perform live in Times Square, singing their chart-topping hit song "broken" plus "these are my friends" and "maybe, i'm afraid."

Southern California dance crew **The Lab** – winners of the second season of *NBC*'s popular "World of Dance" competition series - will perform for the revelers. The group is recognized for the positive narrative they tell through dance.

Host Allison Hagendorf, along with street correspondents **Andrea Boehlke** and **Jeremy Hassell**, will kick-off the six-hour celebration at 6 p.m. EST when the star of the show, the Times Square Ball, is introduced.

The USO Show Troupe will perform their popular A Military Salute to honor our Armed Forces. Now in its 77th year, the USO Show Troupe performs for approximately 600,000 service members and their families worldwide in more than 350 live annual performances. Members of the troupe include Broadway, Off Broadway and top of the line entertainers, with musical arrangements produced in collaboration with Grammy, Emmy and Tony Award winning writers and arrangers.

Univision will present two star musical performances to be announced later this month.

At the top of each hour, Hagendorf will be joined by a special guest who will talk about his or her New Year's Eve experience and Confetti Wish for the New Year and then lead the revelers in an hourly countdown. Throughout the night, Hagendorf will keep the revelers informed about the musical performances and other exciting entertainment in Times Square. Boehlke and Hassell will provide exclusive interviews and backstage access as well as fun personal stories from the revelers arriving from around the world to celebrate New Year's Eve in Times Square.

The live webcast video experience is available to embed for digital media outlets, bloggers, social media editors, webmasters, and Facebook users as a source of fun and entertaining content on their own sites customized for their respective communities and networks.

Last year's webcast was watched by more than 2.1 million unique viewers representing more than 200 countries and territories.

WHERE TO SEE THE SHOW & GET THE LIVE VIDEO FEED

The Times Square 2019 Webcast will begin at 6 p.m. ET on December 31, 2018 and end at 12:15 a.m. on January 1, 2019 ET. The show will be streamed live on multiple websites, including TimesSquareNYC.org, NewYearsEve.nyc, Livestream.com/2019 and TimesSquareBall.net.

Embedding codes and additional webcast info is available at: timessquarenyc.org/events/new-years-eve/webcast/index.aspx or Livestream.com/2019.

The Times Square 2019 Webcast is also available for live viewing on mobile browsers at TimesSquareNYC.org, NewYearsEve.nyc, and TimesSquareBall.net.

Info for the Times Square New Year's Eve television broadcast pool feed is available at <https://www.timessquarenyc.org/times-square-new-years-eve/media-press/new-years-eve-pool-feed-information>

For more information about Times Square New Year's Eve, visit TimesSquareNYC.org.

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About Times Square New Year's Eve:

The Times Square Alliance and Countdown Entertainment are the organizers of Times Square New Year's Eve. The Times Square Alliance works to improve and promote Times Square so that it retains the energy, edge and distinctiveness that have made it an icon of entertainment, culture and urban life. Countdown Entertainment represents the owners of One Times Square and the New Year's Eve Ball.

For more information about Times Square New Year's Eve, visit www.TimesSquareNYC.org.

To join the Times Square New Year's Eve conversation on Twitter, follow #BallDrop.

ABOUT LOVELYTHEBAND

Alt-pop band lovelytheband translate emotions, anxieties, and feelings into lush, layered, and lively indie pop anthems. When the band was founded by lead singer Mitchy Collins, guitarist Jordan Greenwald and drummer Sam Price in 2017, the trio maintain a lasting connection to listeners by holding nothing back. A centerpiece of the band's debut EP *everything I could never say...*, the group's debut single "broken" caught fire as the longest running #1 track on Alternative Radio thus far in 2018 with six weeks at the top. In under a year, it amassed 25 million total global streams. *BuzzFeed* summed it up as "So. Damn. Good." *Billboard* proclaimed the group among "10 Rock & Alternative Artists to Watch in 2018" as they supported Vance Joy and AWOLNATION on tour between headlining dates everywhere. Everything paved the way for the arrival of the band's first full-length, *finding it hard to smile* [RED MUSIC]. Produced by "broken" collaborator Christian Medice, these 16 tracks entrance, engage, and enchant, offsetting shimmering keys, sweeping synths, and spacey guitars with cathartic, compelling, and catchy choruses. The title speaks directly to its thematic push-and-pull. They have rounded out 2018 with their headlining tour and touring with 5 Seconds of Summer in Europe, and in 2019, lovelytheband's voice will only get dramatically louder and it might just make crowds feel better too.

ABOUT THE LAB

The Lab (@inthelab247) is home to World Champion dancers, athletes and creatives including the dance team crowned the Winners of NBC's World of Dance in 2018 by Jennifer Lopez, Nayo, & Derek Hough. The Lab was named 2017 World Champions by Hip Hop International, a nine day world hip hop battle with over 60 countries represented. The Lab has had dancers featured on The Ellen Show, The Justin Bieber World Purpose Tour, the American Music Awards, Billboard and Cosmopolitan Magazine and has not stopped once in their pursuit of proving that the days of asking "what do you want to be when you grow up" are over – they define the new question of the next generation, "who do you want to be NOW". Helping people all over the world to define their WHY and giving people the tools they need to reach their goals, The Lab is known for their intense work ethic, dedication to excellence, and they raise the bar every time they hit the stage.

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