



“THE BIRTHPLACE OF THE STATE OF NEW YORK”
OFFICE OF THE MAYOR

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MAYOR

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RING IN THE NEW YEAR IN WHITE PLAINS!

White Plains, NY – December 19, 2017. The City of White Plains and the White Plains Business Improvement District (BID) are once again preparing to ring in the New Year at our downtown New Year's Eve celebration. This family-friendly event is held at the intersection of Main and Court Streets and includes a DJ as well as live entertainment, a crowd countdown and ball drop, followed by a not-to-be-missed fireworks display and confetti.

The City and the BID are pleased to announce White Plains Hospital as the Official Fireworks Sponsor of the New Year's fireworks display. White Plains Hospital is marking its 125th anniversary in 2018, and is supporting the firework display to kick off the celebratory year ahead. White Plains Hospital will also be providing fleece gaitors (neck warmers) to the first 125 attendees at each entrance.

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The Hospital has shown, once again, they are a valuable and important part of our community. We look forward to hosting a 5K road race in our downtown, also sponsored by the Hospital, this spring.

This event is made possible with additional support from A&A Maintenance, A&J Cianciulli, The Brazen Fox, Cappelli Organization, Crowne Plaza Hotel, Durante Rentals, The Journal News, Reckson, a division of SL Green Realty Corp., and Ron Blacks Beer Hall.

The White Plains New Year’s Eve celebration is large and a number of street closures are necessary. The attached map of downtown White Plains highlights the street closings as well as parking options for attendees. The City will begin closing streets in the event area at 1:00 p.m. on New Year’s Eve. Streets will re-open to vehicular traffic at approximately 3:00 a.m. on January 1st.

The event will be accessible via gated entry only. Four gates will be set up at the following locations:

- Main Street at Church Street
- Renaissance Square at Williams Street
- Court Street at Martine Avenue
- Martine Avenue at Mamaroneck Avenue

Please note: No large bags will be permitted inside the event area and all bags are subject to search at the entry gates. We ask that all attendees plan ahead, leaving extra time to go through security before entering the event. In addition, the event will be a No Fly Zone for Unmanned Aerial Vehicles (aka “drones”). These security precautions are intended for the safety of the public attending the event.

New Year. Safe Ride. We are pleased to announce that for the 14th consecutive year, Heineken USA is partnering with the City of White Plains and the White Plains BID on its *New Year. Safe Ride.* program, created to help local residents get home safely on New Year’s Eve. Over the past 13 years, the program has provided free and safe rides home to over 4,500 Westchester County residents of legal drinking age.

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Through the *New Year. Safe Ride.* program, HEINEKEN USA will provide free and safe rides home for Westchester County residents of legal drinking age who celebrate New Year’s Eve in downtown White Plains. Between 11:00 p.m. on December 31st and 3:00 a.m. on January 1st, a dedicated fleet of 30 cars will provide complimentary rides home for those 21 and older traveling

from the heart of downtown White Plains to anywhere in White Plains or across Westchester County. The Safe Ride pick-up location will be located on the corner of East Post Road and Mamaroneck Avenue. **Please Note:** The *New Year. Safe Ride.* Program cannot transport anyone under 21 years of age, even if that person is traveling with others who are 21 years or older.

Also new this year, Heineken USA has partnered with Evite for their ‘**Drink OR Drive**’ **campaign**. Hosts that leverage the Evite invitation platform this holiday season can encourage their guests to decide early on – at the point of RSVP – whether they will be drinking or driving at the event. As part of the campaign, guests select ‘drinking’ or ‘driving’ via an online widget and they will be rewarded with an Uber discount code, no matter which option they choose. Heineken USA has once again shown that they are a responsible community partner by helping to encourage consumers towards more responsible decision-making.

The White Plains New Year’s Eve Spectacular promises to be a fun, family-friendly event. All are encouraged to come downtown and ring in the New Year close to home with us in White Plains.

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