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Times Square Advertising Coalition Announces Awards Program

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The Times Square Advertising Coalition, a group created in 2009 which works to ensure that Times Square “remains the most colorful and vibrant commercial corridor on

earth,” has unveiled three new initiatives for 2011, including an awards program that will spotlight advertising creativity.

The CrossRoads Awards program will kick off with a ceremony slated for Advertising Week 2011 in September. It will recognize creativity in advertising taking place in Times Square throughout the previous year. Categories include Best Static Creative (short form and long form), Best Digital Campaign (short form and long form), Best Retail Digital and Static Execution, Best Marketing/Promotional Event, Best Interactive Campaign, and Best of Times Square.

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The submission process for the 2011 CrossRoads Awards will open in Jan. 2011, and more information can be found at www.TimesSquareAdCoalition.org.

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Nightly Event

The coalition has also announced a nightly event in Times Square meant to drive excitement and foot traffic in the corridor. The Times Square Midnight Moment will be a “spectacular event” to end every evening in

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NYC. The coalition did not offer any additional information of what type of events will comprise the Midnight Moment.

Visual Public Art Campaign

The TSAC also plans a visual public art campaign which will project artwork onto the digital screens of Times Square, in partnership with the Times Square Alliance Public Art Program, as well as with local schools. The public art program seeks to enrich the area's cultural landscape.

TSAC's member companies include Clear Channel Spectacolor, Sherwood Outdoor, ABC Regional Sports & Entertainment Sales, Monster Media, Titan Outdoor, The WOW Factor and The Times Square Alliance.

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