



NEW YORK CITY
PEDICAB OWNERS'
ASSOCIATION
A 501(c)6 trade association

**NYCPOA CURRENT AND FORMER PRESIDENTS
DELIVER NUMBERS "1" AND "0" TO TIMES SQUARE BY PEDICAB**

***PREPARATIONS BEGIN FOR GREENEST
NEW YEAR'S EVE CEREMONY YET***

December 16, 2009, NYC: The New York City Pedicab Owners' Association (NYCPOA) was invited, in conjunction with the Times Square Alliance and Countdown Entertainment, to give pedicab rides to the numbers "1" and "0" of the 2010 New Year's Eve sign, which will become part of the signage atop 1 Times Square.

NYCPOA board members Gregg Zukowski (currently serving as NYCPOA President) and Peter Meitzler (prior NYCPOA president) each carried one of the heavy, over 6 foot tall numbers on their pedicabs.

The ceremony for 2010 is the greenest event yet. Starting off with the pedicabs, featuring a Main Street pedicab carrying the number 1 and a Cycles Maximus carrying the large number 0, delivering the numbers by pedicab to Times Square. This created an unprecedented media event within the bow tie of Times Square.

The lights themselves are completely redesigned, featuring new LED fixtures designed by Philips Lighting, replacing last year's halogen bulbs. The LEDs use about 78% less energy than the halogen bulbs. According to Susan Bloom, Director of Corporate Communications at Philips Lighting Company, the new LED bulbs require only 9 watts of energy to operate, versus the 40 watts consumed by the halogen bulbs.

In prior years, the numbers were delivered by boat on the Hudson River and by subway into Times Square. This year, photographers and television stations from many news media greeted the pedicabs and their numerical cargo on this chilly day. The turnout just for this segment let everyone know this was a very special pedicab ride. Earlier in the morning, the pedicabs and numbers appeared on ABC's Good Morning America program's outdoor segment with Sam Champion in minus 20 degree temperatures.



Following the presentation of the redesigned numbers to photographers and reporters, the pedicabs then carried the numbers over to the Duracell Smart Power Lab, located at 1540 Broadway between 45th and 46th Streets. There, the Duracell team continues the sustainability theme by wiring six stationary bikes to rechargeable batteries. These batteries will hold electricity generated by visitors pedaling away on the stationary bikes. During the ceremony, the power captured by the batteries will be used to power the 2010 signage during the new year's event. Visitors may stop into the Smart Power Lab up until December 31 to ride the stationary bikes and power up the signs.

For more information regarding the Duracell Smart Lab, visit:
<http://powerlab.duracell.com/>

This event was an opportunity for NYCPOA to work directly with several stakeholders in the Times Square community, and to represent the pedicab industry in the "best light possible" going forward into 2010.

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