



**The Space Needle's New Year's Celebration Will
Burst Through Screens With a Never-Before-Seen Virtual Spectacular**

SEATTLE, December 2, 2020 – The Space Needle will usher in 2021 with a sensational and innovative new show broadcast locally on KING 5 and streamed around the world for *T-Mobile New Year's at the Needle*. This year's celebration will feature striking visuals in a wondrous display of digital effects, engineered to bring viewers bigger thrills than ever before – all safely from the comfort of home. For the eighth year in a row, hometown partner T-Mobile, America's Un-carrier, is the exclusive sponsor of the West Coast's premier New Year's Eve celebration.

Using sky-mapping technology and real video footage, the Space Needle will be layered with immersive, digital artistic expressions to create an illusion of color and wonder. In reality, the tower will be lit in T-Mobile's distinctive magenta color, but on their screens, viewers will be dazzled by a virtual spectacular surrounding the Space Needle and the skies above.

"The year 2020 is one that will stand out for all of us over our lives for both public and personal reasons, and we hope the official beginning of 2021 will be an optimistic pivot point for our community," said Ron Severt, Chief Executive Officer of the Space Needle. "This special broadcast brings together several groups to channel the message and place this year in context with our history and a hopeful future. T-Mobile is a perfect partner in both their approach to our community and their industry-leading technological advances. We appreciate KING 5 and other groups going in this bold direction to help us achieve this one-of-a-kind event by combining cutting-edge technology and very personal engagement with the community."

This new experience was developed by Terry Morgan, owner of Seattle-based Modern Enterprises and founder of *BOREALIS - A Festival of Light*, in partnership with Maxin10sity, the co-producers of *BOREALIS*.

The Space Needle's exclusive New Year's Eve partner, T-Mobile, will once again be joined by KING 5 to broadcast the landmark's most unbelievable show yet. The program will simulcast on KING 5 and KONG-TV at 11:35 p.m. PST on December 31 with the virtual spectacular beginning ten seconds to midnight. Viewers outside of western Washington can stream it live on king5.com or spaceneedle.com/newyears.

Catch a sneak peek of the show here: <https://youtu.be/q28gkSXRMs8>

Everyone celebrating *T-Mobile New Year's at the Needle* is encouraged to share photos and videos on social media of how they're ringing in the New Year using hashtag **#TMobileNYE**.

###

For more information, contact:

Amanda Lansford, Space Needle

amanda@spaceneedle.com

(206) 753-4924

About Space Needle

Built as the centerpiece and inspiration for the 1962 Seattle World's Fair, the Space Needle has since become a part of the Seattle experience and the globally-recognized icon for the city. The Space Needle's recent \$100 million renovation added more than 176 tons of glass to the structure offering unparalleled views of Seattle, and houses The Loupe—the world's first revolving glass floor. Open year-round, the Space Needle hosts more than a million visitors per year. For more information visit:

www.spaceneedle.com/press.

About T-Mobile

T-Mobile U.S. Inc. (NASDAQ: TMUS) is America's supercharged Un-carrier, delivering an advanced 4G LTE and transformative nationwide 5G network that will offer reliable connectivity for all. T-Mobile's customers benefit from its unmatched combination of value and quality, unwavering obsession with offering them the best possible service experience and undisputable drive for disruption that creates competition and innovation in wireless and beyond. Based in Bellevue, Wash., T-Mobile provides services through its subsidiaries and operates its flagship brands, T-Mobile, Metro by T-Mobile and Sprint. For more information please visit: <http://www.t-mobile.com>.

About Modern Enterprises/BOREALIS

As the most successful minority-owned event production company in Washington state, Modern Enterprises LLC has served clients since 1979.

BOREALIS - A Festival of Light, is a celebration of technology and art. First presented in Seattle in 2018, it featured a unique combination of music, light art installations, and multi-media projection mapping, transforming South Lake Union into an augmented reality extravaganza - an urban canvas for unconventional storytelling by artists from around the globe. Attracting more than 120,000 attendees the first year, BOREALIS hopes to return in 2021 to brighten the future.