



Dick Clark's New Year's Rockin' Eve + CNN's New Year's Eve Live Update

Dear Industry Partners,

In an effort to ensure the safety of both residents and visitors, the Governor of Puerto Rico, Pedro Pierluisi, announced the scaling back of the planned New Year's Eve celebration at Distrito T-Mobile and on the grounds of the Puerto Rico Convention Center. The event will continue to be broadcast live globally on ABC via "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2022" but will move forward without a live in-person audience.

This decision was made to prioritize everyone's health and safety as we continue adapting to the everchanging COVID landscape. Puerto Rico has made health and safety a priority from the onset of the pandemic by implementing strict guidelines, and this is no exception. The Island currently has one of the highest vaccination rates in the U.S. with 89.1% of the eligible population having at least one dose and 79.5% being fully vaccinated.

The COVID practices being implemented around the broadcast production have been developed to keep the local crews and talent safe, using industry best practices and first-hand experience in the live events industry, in accordance with the SAG AFTRA, ABC's Dick Clark's New Year's Rockin' Eve 2022 and Telemundo. They are in line with local health orders and are subject to revisions as the health orders continue to be modified and/or removed.

Despite this change, our team is working diligently to ensure the broadcast, which is moving forward with performances including headliner, Daddy Yankee, and co-host Roselyn Sánchez, is a success, and maintains Puerto Rico's visibility in front of millions



as part of this live broadcast. You will see a tourism package spotlighting the Island during the broadcast, as well.

- **Tuning In:** While the event will not feature a live audience, audiences around the world will still be able to enjoy the historic, first-ever globally broadcast Spanish language countdown from the safety of their homes by tuning into ABC's "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2022" beginning at 8pm ET. Those on the Island can enjoy the celebration from the comfort of their own homes by either tuning into the local ABC affiliate, which will broadcast "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest 2022" or their local Telemundo channel, which will broadcast "Puerto Rico Para el Mundo" featuring many local artists.
- **Content Capture + Social Amplification:** Our multimedia team will be on the ground capturing content for the Discover Puerto Rico website and social channels, ensuring highlights from the evening are amplified for global audiences.
- **Media Safely Hosted:** We will be safely hosting a select group of top tier mainland entertainment reporters including US Weekly and TV Guide who will be on-the-ground covering the broadcast and all measures that Puerto Rico has taken to ensure that it takes place in a safe and secure manner.

CNN Update: In addition to Dick Clark's New Year's Rockin' Eve, we are also working with CNN for the Island's inclusion in the network's "New Year's Eve Live," which will feature reports from Old San Juan for the first time in the show's history. CNN correspondent Gary Tuchman and his daughter, Newsy anchor Lindsay Tuchman, are reporting live from the local festivities. The broadcast will air on December 31st starting at 8p.m. ET on CNN and CNN International with hosts Anderson Cooper and Andy Cohen live from Times Square. Gary and Lindsay will share the Puerto Rican holiday spirit while celebrating the capital city of San Juan's 500th anniversary.



As we close the year, we continue to prioritize health and safety and know that this level of responsibility is what has made it possible for Puerto Rico to experience one of its best tourism seasons ever in 2021. As we look to 2022, we are hopeful the confidence we are building with future travelers will positively influence their decision in selecting Puerto Rico as their vacation destination, as was proven through the record-breaking tourism numbers in 2021.

If you have any questions, do not hesitate to let our team know. We're happy to provide any additional clarity.

Sincerely,
Brad Dean
CEO, Discover Puerto Rico, Puerto Rico's Destination Marketing Organization

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