

Every Second Counts Campaign 2025

The Usher Syndrome Society is very excited for our Every Second Counts Campaign 2025 in Times Square in honor of Usher Syndrome Awareness Day.

We tried to include as many people as possible from our Shine A Light Portrait Exhibit, however, not everyone could be represented. The billboard takeover is a little complicated because of the short timeframe and the locations. Some billboards will only play for 1 minute, and another billboard will play for 30 minutes and another for an hour. There will be both portraits from Shine A Light and video played from our 2 commercials, depending on the billboard.

We plan to meet in front of Old Navy in Times Square around 10:30. This is closer to 44th Street & Broadway.

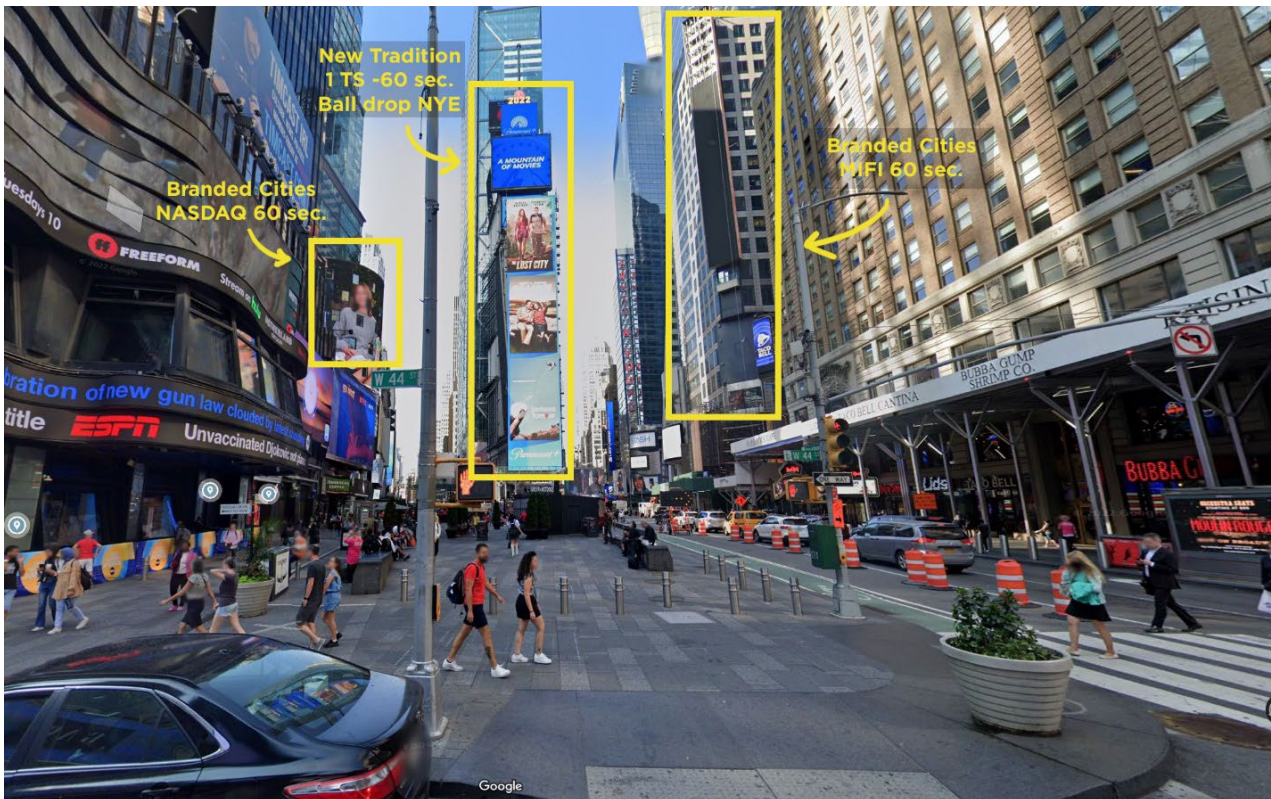
The Launch is exactly at 11:00 for all boards, which start simultaneously.

For planning purposes:

To get the most out of the very short time. View the 60-second boards first. Then move to the 30 min. and over to the hour billboard.

The details: I have outlined what each custom board will play

60 Second billboards: Standing at 44th and Broadway. 3 billboards



- NASDAQ (left): Portraits only
- New Tradition (Ball drop NYE middle): The largest group of portraits represented
- MFI Midfinancial (right): Huge Video on the bottom several portraits on the slim top

30 minutes: standing at 46th & Broadway 2 billboards stacked



- Site 126 (top): portraits
- Site 127 (bottom): video

The Cube : 1 Hour 45th & 7th Ave & Broadway

