



FACT SHEET

Calvin Klein's ck one fragrance to launch LIVE billboard in Times Square

WHAT: Calvin Klein's ck one fragrance, known for edge and innovation, will rock Times Square in a major event this summer: a **LIVE billboard** mirroring the brand's new global television ad campaign. Live models will dance, play guitar, spin records and hang out in a huge ck one bottle overlooking Times Square.

WHO: Calvin Klein first took Times Square by storm and set the world abuzz in 1992 with a giant billboard featuring underwear-clad Mark Wahlberg. Since then, the brand has continued to provoke and amaze with ads that have been known to literally stop traffic.

WHERE: Times Square, New York City
43rd Street & 7th Avenue

WHEN: Tuesday, July 19th
7 AM – 8 PM

**PHOTOGRAPHERS AND CREWS WELCOME.
JOURNALISTS PLEASE CONTACT THE PUBLIC RELATIONS DEPARTMENT
TO SCHEDULE INTERVIEWS IN ADVANCE.**

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