

Times Square getting its first 'green' billboard

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This winter, New Year's Eve revelers will have a close-up view of Times Square's first environmentally friendly billboard powered entirely by wind and sun.

But the billboard might not be quite as dazzling as some of its high-powered neighbors along the Great White Way.

Construction on the 35,000-pound sign advertising Ricoh Americas Corp. is to begin this month across the avenue from the building where the ball drops on New Year's Eve.

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