

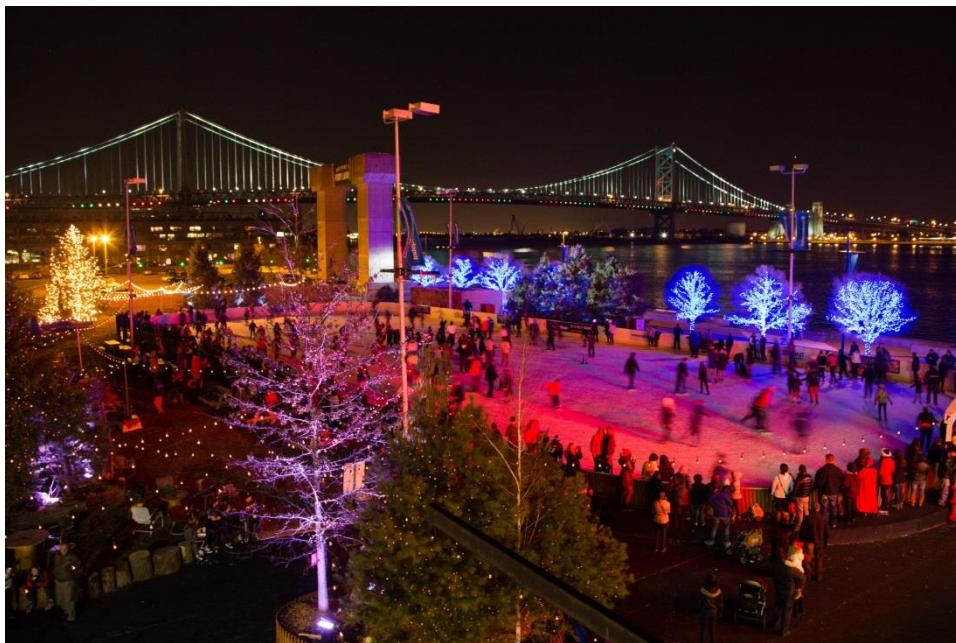


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**For Immediate Release**

**THE HOLIDAY SEASON BEGINS WITH BLUE CROSS RIVERINK WINTERFEST**  
All the details about the exciting events coming to the Delaware River Waterfront

PHILADELPHIA, PA (November 19, 2014) – Blue Cross RiverRink Winterfest is celebrating the beginning of the ice skating season FREE events and activities. Starting with an exclusive sneak preview event and continuing with a huge tree lighting ceremony, there will be activities that will appeal to everyone.



**Blue Cross RiverRink Sneak Preview Party: Monday, November 24, 7-10PM**

This is the first opportunity for the public to see Blue Cross RiverRink Winterfest in all its glory. This preview party is a ticketed event open to the public (21+). The \$10 ticket includes ice skating throughout the night and the first drink – either a craft beer, a hot cocktail, or wine. Party goers will be the first people in Philadelphia to experience the two new, immersive light shows on hour and half hour starting at dusk, and will be the first to set their skates on the ice this season. Other activities include giant games, arcades, fireplaces and fire pits. The Lodge restaurant and bar will also be open throughout the night serving delicious winter classics with a twist.

Complete event details:

<http://www.delawareriverwaterfront.com/events/blue-cross-riverrink/sneak-peek-party-at-blue-cross-riverrink-winterfest>

**Opening Day Weekend: Friday, November 28 – Sunday, November 30** Blue Cross RiverRink opens to the public on Friday, November 28 at 11AM, with free festivities lasting throughout the weekend, including coffee and hot chocolate samplings every day by Dunkin Donuts. Once night falls, the site will be transformed into a sparkling winter wonderland with light shows on the hour and half hour. Blue Cross RiverRink Winterfest will be open late into the night, making it the perfect way to celebrate the holidays, work off those Thanksgiving calories, and spend the weekend with family before or after the shopping madness.

**Friday, November 28, 11AM – 1AM:** Opening Day will begin with the opportunity to skate and get photos with Elsa and Anna from last winter's blockbuster movie from 11AM-2PM (from Characters for Hire, LLC). The day will also feature plenty of FREE activities including a flower crown workshop, Fear No Ice ice sculptors, holiday pumpkin carving, a balloon artist and face painter as well as tons of giveaways.

**Saturday, November 29, 11AM – 1AM:** Fear No Ice will be back at the rink creating an ice slide and a circus artist, balloon maker, and face painter will all be on site providing FREE entertainment. The afternoon will end with a performance by Mummertime, playing upbeat holiday songs while strolling around the site

**Fireside Sessions with WXPN's The Key: 8-10PM** At night, Blue Cross RiverRink Winterfest and The Lodge host the first in a four-part music series. Spend the evening by the fireplace, listening to local singer songwriter Milton and his band as well as other performers. The full list of musicians throughout the season is to be announced shortly.

**Sunday, November 30, 11AM – 10:30PM:** Close out the weekend with more FREE circus artists, balloon makers, face painters and the uplifting sounds of Mummertime



**Tree Lighting: Friday, December 5, 6:30-8PM** Blue Cross RiverRink Winterfest recently became home to one of Philadelphia's largest real Christmas trees. Topping out at 43' and almost 5,000 pounds, this beautiful tree will be dramatically lit on Friday, December 5, during a FREE tree lighting ceremony which will feature: Olde Towne Carolers, Philadelphia Youth Ballet, Vanessa Howard, Philadelphia Symmetry Synchronized Skating, Philadelphia Handbell Ensemble, String Theory School of the Performing Arts, In the Mix Acapella, and a performance by Sister Cities Girlchoir, a choir that empowers girls in disadvantaged neighborhoods to build communities of music makers. Tree lighting attendees will also get a chance to skate with Santa, do make and take crafts, and will have the chance to win great prizes throughout the evening. Dunkin Donuts will also be on site sampling hot chocolate and coffee all evening.

**Skate with Santa: Saturdays and Sundays in December, 12-4PM (December 6 and 7, 13 and 14, 20 and 21)** Bring the entire family out during weekends in December to skate with, and take pictures with Santa. These photos are perfect for the holiday, and a great activity to do with the kids.



**Holiday Week: December 20 – January 4** Blue Cross RiverRink is open seven days a week, even holidays, which are some of the best times to visit Blue Cross RiverRink Winterfest. With extended hours for ice skating, shopping and concessions, every day is the perfect day to bring friends and family to the rink to skate, enjoy FREE activities and entertainment, cozy up by the fire pits and fireplaces, grab a rocking chair on the wraparound porch, and eat delicious food served up by Garces Events.

**New Year's Eve Parties on Ice: December 31, Parties at 5-8PM and 10PM-1AM** The New Year's Eve Parties on Ice boast one of the best views of SugarHouse New Year's Eve Fireworks on the Waterfront. The 5-8PM party is perfect for those who can't stay awake until midnight and includes snacks, beverages, New Year's Eve party favors, and the best place to view the 6PM fireworks. The 10PM-1AM party includes snacks, beverages, party favors, entertainment and the best place to ring in the New Year with an even more spectacular fireworks display.

**Philly Beer Week Collaboration:** The Delaware River Waterfront Corporation will be collaborating with Philly Beer Week on a series of tap takeovers throughout the season. Stay tuned for more information

**Watch Your Favorite Game:** This year, Blue Cross RiverRink Winterfest will be projecting our beloved Philly sports teams onto the big screen. Multiple 14'x7' screens have been set up throughout the Lodge so that you never have to miss a game even if you're out ice skating with the family.

**Menu:** Garces Events will be presenting all of the food at Blue Cross RiverRink Winterfest. The Lodge will feature popular items served at Spruce Street Harbor Park, with the addition of some winter classics like Winter Squash Soup and Three Bean and Beef Chili. The Lodge bar will feature local craft beers, hot cocktails and wine. The Fireside Café, located right next to the fire pits and giant Christmas tree, will be one of the locations to get a hot drink (boozy or not) and lots of delicious desserts like Peanut Butter S'mores Kit and Chocolate Cup Cakes with Peppermint Buttercream. Finally, Garces Events will have the Distrito Cantina truck on-site throughout the season serving their classic Mexican dishes as well as more grab and go foods.  
For a complete menu: <http://www.delawareriverwaterfront.com/places/blue-cross-riverrink/refreshments>



### **Overview of Blue Cross RiverRink Winterfest**

The Delaware River Waterfront Corporation has teamed up with great Philadelphia partners: Garces Events, Groundswell Design Group, and Art Star Gallery & Boutique to transform Penn's Landing into a seasonal riverfront park featuring ice skating, a holiday light show, retail market, and food and drinks for all ages to enjoy. Along with ever-changing daily entertainment, regional residents and visitors are invited to experience Philadelphia's winter tradition in a whole new way.

The Blue Cross RiverRink, Philadelphia's premiere outdoor ice skating rink, will be the centerpiece of this magical winter landscape. The regulation-sized rink offers public skating sessions, season-long special events, parties, private functions, as well as skate rentals and sharpening. Surrounding the rink will be a winter garden and forest created by David Fierabend of Groundswell Design Group. Using locally sourced recycled shipping containers, hundreds of holiday trees and shrubs, woodchips, rustic furniture, market lights and fire pits, Fierabend will create an immersive holiday landscape that complements the majestic views of the Delaware River and Ben Franklin Bridge.

The Lodge will be housed within a newly revamped indoor space consisting of two cozy, ski chalet-style heated tents with comfy couches, indoor fireplaces, rustic decorations, and a wraparound porch complete with rockers and heat lamps. Garces Events and their Executive Chef, Adam DeLosso, will bring a winter menu reflective of Chef Jose Garces' vision for the Blue Anchor, a collaboration which was hugely successful at Spruce Street Harbor Park. Garces Events will operate The Lodge, Distrito Cantina Truck and the Fireside Cafe. The Lodge will also have a bar serving local craft beers and cocktails, and a variety of spiked hot drinks.

The holiday experience would not be complete without a place to buy gifts for family and friends. Art Star will be transforming a 40' shipping container within the Lodge into their second retail location this holiday season. Shoppers can expect a smaller version of the popular Northern Liberties boutique filled to the brim with a curated selection of gifts handmade by artists from across the country. Visitors can find unique and finely crafted gifts for everyone on their list. The Lodge also features numerous arcade games and oversized games both for rent at a minimal fee or for FREE. With numerous entertainment options, making a trip down to the Blue Cross RiverRink Winterfest becomes an affordable and fun family outing.

Blue Cross RiverRink Winterfest will also be home to a brand new light show, featuring the dancing lights from Spruce Street Harbor Park, reset and coordinated with thousands of other lights throughout the site. Playing two shows on the hour and half hour starting at dusk, this musically-synced light show will feature a festive mash-up of color and lights that will bathe the entire site. A surprise, magical ending can be expected at the end of every show.

A complete events calendar will be available online at [www.riverrink.com](http://www.riverrink.com). With all of these elements, DRWC will continue to build innovative programming and design along the waterfront that provides new, authentically-Philadelphia seasonal traditions that set the stage for the eventually redevelopment of the entire Penn's Landing site.

**Season and Hours:** Blue Cross RiverRink Winterfest runs from November 28, 2014 – March 1, 2015, 7 days a week, including holidays.

<b>November 28, 2014 – December 19, 2014</b>		
	Blue Cross RiverRink Winterfest and Concession Stand	The Lodge (the restaurant closes an hour before the bar)
Monday	1PM – 10:30PM	5PM – 10:30PM
Tuesday	1PM – 10:30PM	5PM – 10:30PM
Wednesday	1PM – 10:30PM	5PM – 10:30PM
Thursday	1PM – 10:30PM	5PM – 10:30PM
Friday	1PM – 12:30AM	5PM – 1AM
Saturday	11AM – 12:30AM	11AM – 1AM
Sunday	11AM – 10:30PM	11AM – 10:30PM

<b>December 20, 2014 – January 4, 2015 (HOLIDAY HOURS)</b>		
	Blue Cross RiverRink Winterfest and Concession Stand	The Lodge (the restaurant closes an hour before the bar)
Monday – Sunday	11AM – 12:30AM	11AM – 1AM

<b>January 5, 2015 – March 1, 2015</b>		
	Blue Cross RiverRink Winterfest	The Lodge and Concession Stand (the restaurant closes an hour before the bar)
Monday	5PM – 8:30PM	CLOSED
Tuesday	5PM – 8:30PM	CLOSED
Wednesday	5PM – 8:30PM	CLOSED
Thursday	5PM – 8:30PM	CLOSED
Friday	1PM – 12:30AM	5PM – 1AM
Saturday	11AM – 12:30AM	11AM – 1AM
Sunday	1PM – 8:30PM	1PM – 8:30PM

**Location:** Blue Cross RiverRink Winterfest, 101 S. Columbus Blvd, on Columbus Boulevard at Market Street.

**Pricing:** General admission to Blue Cross RiverRink Winterfest is FREE and open to the public.

Skating Admission – \$3 (FREE skating admission for all Independence Blue Cross cardholders and employees)  
Skate Rental – \$10

**Contact:** <http://www.riverrink.com>, [Blue Cross RiverRink](#) on Facebook, [@River\\_Rink](#) on Twitter, and [Delaware River Waterfront](#) on Instagram, [riverrink@drwc.org](mailto:riverrink@drwc.org) and 215-925-RINK

**Photos:** [All photos are available online in our press room](#) and can be downloaded in high resolution using the password **aidemdrwcw**.

**Sponsors:** Blue Cross RiverRink Winterfest season sponsors include founding sponsor Independence Blue Cross, Adventure Aquarium, Coca-Cola Philadelphia, Dunkin' Donuts, CBS 3 and the CW, and KYW Newsradio.

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**Independence Blue Cross** is the leading health insurance organization in southeastern Pennsylvania. With our affiliates, we serve more than 9 million people in 24 states and the District of Columbia. For more than 75 years, we have been enhancing the health and wellness of the people and communities we serve by delivering innovative and competitively priced health care products and services; pioneering new ways to reward doctors, hospitals, and other health care professionals for coordinated, quality care; and supporting programs and events that promote wellness. To learn more about how we're changing the game, visit [www.ibx.com](http://www.ibx.com). Connect with us on Facebook at [ibx.com/facebook](http://ibx.com/facebook) and on Twitter at [@ibx](https://twitter.com/@ibx). Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.

**Garces Events** is a full-service event-planning group that brings the unparalleled hospitality and acclaimed cuisine of James Beard Award-winner, Chef Jose Garces to any occasion. The Garces Events Catering Department is truly a moveable feast, able to bring the cuisine of any of our restaurants to virtually any site. From food stations, where guests can interact with the culinary team, or a sit-down, multi-course dinner, our staff of hospitality professionals will transport the gracious, accommodating service that you expect from Garces Group to your event. For more information about Chef Jose Garces or Garces Events, please visit [www.garcesgroup.com](http://www.garcesgroup.com) and follow them on Twitter: [@garcescatering](https://twitter.com/@garcescatering) and [@chefjosegarces](https://twitter.com/@chefjosegarces).

**DRWC** is a 501(c)(3) created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop and manage the central Delaware River waterfront in Philadelphia. DRWC is transforming the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia. For more information on the Delaware River Waterfront Corporation, please visit [www.delawareriverwaterfront.com](http://www.delawareriverwaterfront.com), follow on Twitter @delriverfront, on Facebook at Delaware River Waterfront, or call (215) 922-2FUN.