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**SUGARHOUSE NEW YEAR'S EVE FIREWORKS ON THE WATERFRONT  
ANCHORS PHILLY NEWS YEAR'S WEEK CELEBRATION**

**PHILADELPHIA – December 11, 2012** – Philadelphia Mayor Michael A. Nutter today announced the annual **SugarHouse New Year's Eve Fireworks on the Waterfront** are continuing the grand New Year's Eve tradition with twice the fireworks and twice the fun at 6 pm and midnight on December 31. Both free shows will be choreographed to unique soundtracks and launched from barges in the middle of the Delaware River with clear views from both Philadelphia and Camden, with free viewing areas and broadcast soundtrack in each location. Mayor Nutter, along with representatives from the Camden Waterfront and the Delaware River Waterfront Corporation, spoke to this continuing tradition and economic impact for both cities. In addition, because the region's New Year's celebration is too big for just one night, Mayor Nutter announced the continuation of **Philly New Year's Week**, between December 26 and January 1, to highlight all of the many activities and events taking place throughout the region. Holiday celebrants can go to [visitphilly.com/newyears](http://visitphilly.com/newyears) for a comprehensive listing of events, activities, hotel deals, and other information to plan the perfect Philly New Year's Week.

"The annual New Year's Eve fireworks at Penn's Landing brings residents, visitors, and families from around the region to our growing, thriving waterfront," said **Philadelphia Mayor Michael A. Nutter**. "I would like to thank the Delaware River Waterfront Corporation, SugarHouse Casino and the community partners for giving us all a memorable way to start the New Year."

"Pick up your party pants from the cleaners! SugarHouse is proud to support this fantastic Philly New Year's Eve tradition for the third year in a row," said **Wendy Hamilton, general manager of SugarHouse Casino**. "We'll be celebrating out on our river walk with food concessions and the official soundtrack for both fireworks shows, and we'll start our New Year's Eve dance party inside at 10 pm. On New Year's Day, we'll be strutting down Broad Street during the SugarHouse Casino Mummies Parade."

Visitors to both the Philadelphia and Camden waterfronts will be able to hear the synchronized soundtracks for the fireworks from speakers on the Great Plaza at Penn's Landing and Wiggins Park in Camden. KYW Newsradio will also broadcast the official soundtracks to both shows to allow revelers wherever they are watching to tune

to 1060 AM to enjoy the fireworks displays with their coordinating soundtracks. CBS3 will televise the traditional fireworks show live at midnight, along with a special pre-show leading up to the countdown so the entire Greater Philadelphia region can ring in the New Year with a bang.

“Thank you to SugarHouse Casino for the opportunity to continue both fireworks shows on New Year's Eve. The DRWC is proud that the early 6 pm fireworks have become a wonderful new tradition for our waterfront,” said **Tom Corcoran, president of Delaware River Waterfront Corporation**. “We are proud that these fireworks anchor a regional week long celebration and give our region an unforgettable free evening of festivities.”

SugarHouse New Year's Eve Fireworks on the Waterfront is part of an entire week long celebration including regional hotels, attractions, and restaurants. Part of the fun to be had is at the Blue Cross RiverRink at Penn's Landing, which is open seven days a week including all holidays and offers special Parties on Ice during each fireworks show, for details visit [www.riverrink.com](http://www.riverrink.com).

To spread the word about everything going on during Philly New Year's Week, the Greater Philadelphia Tourism Marketing Corporation (GPTMC) has launched [www.visitphilly.com/newyears](http://www.visitphilly.com/newyears) with itineraries and up-to-date information on attractions, cultural and arts performances, holiday activities, and restaurants, as well as hotel packages.

“School vacation and a typically slow work week from Christmas until New Year's Day give families the perfect excuse to head into the city for some holiday fun,” said **Meryl Levitz, president and CEO, Greater Philadelphia Tourism Marketing Corporation**. “And our websites, [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com), are the perfect starting points to plan your action-packed day or weekend in town.”

**Camden Mayor Dana L. Redd** said, “The City of Camden is thrilled to partner with the City of Philadelphia to host the SugarHouse New Year's Eve Fireworks on the Waterfront for a third year! New Year's Eve events, hosted at Adventure Aquarium and Battleship New Jersey, and waterfront restaurants will help to draw thousands of residents and visitors to the Camden Waterfront to celebrate New Year's Eve in a great location with unmatched views of Philadelphia.”

“The partnership between the City of Camden and the City of Philadelphia is creating an unmatched regional waterfront destination,” said **Anthony Perno, Chief Executive Officer, Cooper's Ferry Development Association, Inc.** “The two Camden Waterfront New Year's Eve firework shows offer a fun, family-friendly atmosphere to

celebrate New Year's Eve. With increased amenities - like food trucks and music - exciting events, and easy access to parking, the Camden Waterfront is the perfect location to watch the fireworks."

SugarHouse New Year's Eve Fireworks on the Waterfront is also sponsored by Delaware River Waterfront Corporation, Coopers Ferry Partnership, Greater Philadelphia Tourism Marketing Corporation, City of Philadelphia, City of Camden, CBS3, KYW Newsradio1060, and *Philadelphia Weekly*.

**ABOUT THE GREATER PHILADELPHIA TOURISM MARKETING CORPORATION (GPTMC):** The Greater Philadelphia Tourism Marketing Corporation (GPTMC) makes Philadelphia and The Countryside® a premier destination through marketing and image building that increases business and promotes the region's vitality. For more information about travel to Philadelphia, visit [visitphilly.com](http://visitphilly.com) or [uwishunu.com](http://uwishunu.com). Or, call the Independence Visitor Center, located in Historic Philadelphia, at (800) 537-7676.

**ABOUT SUGARHOUSE CASINO:** SugarHouse, which opened in September 2010 as Philadelphia's first casino, features 1,602 slots, up to 54 table games, fun and unique dining options, riverfront views and free on-site parking. The casino employs approximately 1,000 people and was voted a "Top Workplace" in the *Philadelphia Inquirer* and a "Best Place to Work" two years in a row in the *Philadelphia Business Journal*. For more information, visit [www.sugarhousecasino.com](http://www.sugarhousecasino.com).

**ABOUT COOPER'S FERRY PARTNERSHIP:** Cooper's Ferry Partnership is an economic development corporation that facilitates long-range policy and infrastructure projects for the Camden Waterfront and surrounding neighborhoods, to revitalize the City of Camden as the place to work, live and invest.

**ABOUT DELAWARE RIVER WATERFRONT CORPORATION:** The Delaware River Waterfront Corporation (DRWC) is a nonprofit corporation organized exclusively for the benefit of the City of Philadelphia and its citizens. DRWC acts as the steward of the Delaware River waterfront to provide a benefit to all of the citizens and visitors of the City. The fundamental purpose of DRWC is to design, develop and manage the central Delaware River waterfront in Philadelphia between Oregon and Allegheny Avenues. DRWC intends to transform the central Delaware River waterfront into a vibrant destination location for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia. DRWC will serve as a catalyst for high quality investment in public parks, trails, maritime, residential, retail, hotel and other improvements that create a vibrant amenity, extending Philadelphia to the river's edge. [www.delawareriverwaterfrontcorp.com](http://www.delawareriverwaterfrontcorp.com)

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**Note:** The full media kit is online at [www.riverrink.com/mediakit](http://www.riverrink.com/mediakit). Downloadable press releases and high-resolution photos are all available. Request the password from Cari Feiler Bender at [cari@reliefcomm.com](mailto:cari@reliefcomm.com).