



PRESS CONTACT:

Emma Fried-Cassorla
Delaware River Waterfront Corp.

efried-cassorla@drwc.org

(m) 215.313.5582

(o) 215.629.3218

FOR IMMEDIATE RELEASE

**KICK OFF THE HOLIDAY SEASON IN PHILADELPHIA WITH
BLUE CROSS RIVERRINK WINTERFEST'S 25TH ANNIVERSARY**

Philadelphia's most festive winter attraction re-opens on Friday, November 23, 2018



PHILADELPHIA, PA (November, 2018): On Black Friday, November 23rd, 2018, **Blue Cross RiverRink Winterfest will kick off its 25th Anniversary season** with an opening week of fun and festivities that will start with a very big, yet-to-be announced surprise, and culminating in the Holiday Tree Lighting Powered by PECO on November 30th. With 25 years of winter fun under its belt, Blue Cross RiverRink Winterfest is one of Philadelphia's most time-honored holiday traditions and this year will be no different. Visitors to the rink will experience a winter wonderland on the waterfront complete with the only regulation-sized outdoor ice skating rink in the city, a festive Lodge serving seasonal food and drinks from Chickies' and Pete', Garces, and Franklin Fountain, beautifully decorated party-sized cabins, and thousands of lights twinkling all along the river.

To celebrate 25 years on the Philadelphia Waterfront, and 25 years with founding sponsor Independence Blue Cross, Blue Cross RiverRink Winterfest will open with something very special, which will be announced at a press conference on November 14th at the rink. Celebrations will continue throughout the weekend with free hot chocolate sampling, Grinch appearances, make and take workshops, circus arts, a huge ELF karaoke bus, the first Storytime at the Lodge, and more. As always,

Independence Blue Cross cardholders will receive free admission for up to four people all season long. Skates are available for rental

“As founding sponsor of the Blue Cross RiverRink, we are incredibly proud to celebrate 25 years of bringing joy to millions of skaters, spectators, and Independence members,” said Daniel J. Hilferty, Independence Blue Cross president and CEO. “This year marks our own 80th anniversary as a company, and the Blue Cross RiverRink partnership enriches our history of bringing people together for fun, Fearless Fit activities.”

Opening week festivities will finish with one of the biggest events of the season – **the Holiday Tree Lighting Powered by PECO on Friday, November 30th from 6-9PM**. Usher in the holiday season with a full night of performers, singers, dancers and ice skaters, with a grand tree lighting finale capped off by landside fireworks. This year’s headlining performers include local country artist from West Chester Jackie Verna, top 10 finalist on Season 14 of *NBC’s The Voice*; and Philadelphia-based singer-songwriter Bianca Ryan, the first winner of *NBC’s America’s Got Talent* and star of the upcoming series premier of *America’s Got Talent The Champions* with Simon Cowell, airing in January.

The full two-hour program will feature fourteen different acts from across the region. Other performers include: the Trinidad and Tobago Baltimore Steel Orchestra, Harmony Show Choir, Power Surge Dancers, the Philadelphia Symmetry Skating Team, High Street Harmonix, Estilo Dancers, Muford Dancers, Joseph A. Ferko String Band, Philadelphia Hand Bell Ensemble, and closing out the night with Trena Ferebee and the Sounds of Soar. The Holiday Tree Lighting Powered by PECO kicks off the official countdown to the **SugarHouse New Year’s Eve Fireworks on the Waterfront**.

The Delaware River Waterfront Corp (DRWC) is proud to work with PECO again on this beloved holiday event. For more than 20 years, PECO has proudly supported DRWC’s events and programs, such as the PECO Multicultural Series. This year’s sponsorship of Blue Cross RiverRink Winterfest continues to expand PECO’s support of DRWC’s transformative programming, helping keep the season warm and bright for families in the Greater Philadelphia region.

And that’s not it! Blue Cross RiverRink Winterfest has a full season of programming. This year, programming favorites will return, including the Storytime at the Lodge, New Year’s Eve Parties on Ice, the SugarHouse New Year’s Eve Fireworks on the Waterfront, Winterfest Brewfest, Latin Night at the Lodge, and more. With such a variety of entertainment options, making the trip to Blue Cross RiverRink Winterfest from near or far is an affordable and fun outing for the whole family. Additionally, the rink, Lodge and cabins can be rented for holiday parties, winter get-togethers and birthday celebrations.

Blue Cross RiverRink Winterfest Details

Dates: Blue Cross RiverRink Winterfest is open every day from November 23rd, 2018 – March 3rd, 2019 including all holidays. Information about events, pricing, hours, and rentals can be found at www.riverrink.com.

Address: 101 S. Columbus Blvd, Philadelphia, PA 19106

Tickets: Available online at <http://riverrink.ticketfly.com/> or for purchase on-site

Website: www.riverrink.com

Social Media:

- Facebook: [Blue Cross RiverRink](#)
- Twitter: [@river_rink](#)
- Instagram: [@Blue Cross RiverRink](#)

Photos: Blue Cross RiverRink Winterfest high resolution photos can be downloaded [via our website](#) (password is aidemdrwc).

Blue Cross RiverRink Winterfest Sponsors

Winter programming is made possible by [Independence Blue Cross](#), [Beneficial](#), [Visit Philadelphia](#), [NBC10](#) and [Telemundo62](#), [Liberty Coca-Cola Beverages LLC](#), [PECO](#) and [Philadelphia Magazine](#).

About PECO

[PECO](#), founded in 1881, is Pennsylvania's largest electric and natural gas utility. Headquartered in Philadelphia, PECO delivers energy to more than 1.6 million electric customers and more than 516,000 natural gas customers in southeastern, Pennsylvania. The company's 2,500 employees are dedicated to the safe and reliable delivery of electricity and natural gas as well as enhanced energy management conservation, environmental stewardship and community assistance. PECO was named 2017 Best Mid-size Employer in Philadelphia by Forbes Magazine. The company also has an estimated annual economic impact of \$4.3 billion in Pennsylvania, supporting more than 8,700 local jobs and producing \$732 million in labor income. PECO is a subsidiary of Exelon Corporation (NYSE: EXC), the nation's only Fortune 100 utility and leading competitive energy provider. For more information visit PECO.com, and connect with the company on Facebook and Twitter.

About Independence Blue Cross

[Independence Blue Cross](#) is the leading health insurance organization in southeastern Pennsylvania. With our affiliates, we serve more than 8 million people nationwide, including 2.5 million in the region. For 80 years, we have been enhancing the health and well-being 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, visit www.ibx.com. Connect with us on [Facebook](#) and on [Twitter](#). Independence Blue Cross is an independent licensee of the Blue Cross and Blue Shield Association.

About the Delaware River Waterfront Corporation

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, program and maintain public amenities such as permanent and seasonal parks, trails and streetscape improvements to transform the waterfront into a vibrant destination for recreational, cultural and commercial activities for the residents and visitors of Philadelphia as is consistent with the goals of the Master Plan for the Central

Delaware. Daily programming throughout the entire year is changing the way Philadelphians see and converse about the waterfront, and is helping to create spaces and communities that connect residents and visitors to the waterfront.

###