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For Immediate Release

THE COUNTDOWN TO THE NEW YEAR BEGINS

Mayor Michael A. Nutter and Mayor Dana Redd unveil this year's SugarHouse New Year's Eve Fireworks on the Waterfront celebration plans

PHILADELPHIA – November 21, 2013 – Today, Philadelphia Mayor Michael A. Nutter and Camden Mayor Dana Redd jointly announced that the **SugarHouse New Year's Eve Fireworks on the Waterfront** are continuing this year as the cities' annual New Year's Eve celebration. The tradition of fireworks on the Delaware River has grown large enough to support two shows, one at 6PM and one at midnight. Both free shows will be choreographed to unique soundtracks and themes developed specifically for that night. KYW Newsradio 1060AM will broadcast the official soundtrack to both shows, and the midnight show will be televised live by CBS 3 following a special pre-show of events leading up to the countdown. The fireworks will be launched from barges in the middle of the Delaware River, with great viewing and listening areas all along the waterfront, including the Blue Cross RiverRink at Penn's Landing, Wiggins Waterfront Park in Camden, and SugarHouse Casino.

Mayor Nutter, along with representatives from the Delaware River Waterfront Corporation (DRWC) and the Camden Waterfront, spoke to this continuing tradition and economic impact for both cities. As noted by Philadelphia Mayor Michael A. Nutter, "For the past 23 years, we have brought area residents and visitors together to celebrate New Year's Eve and our growing waterfront. This year, this great Philadelphia tradition continues thanks to SugarHouse Casino, DRWC, and other community partners, including the City of Camden, the Camden Waterfront, Visit Philadelphia, CBS 3 and KYW Newsradio and the Philadelphia Weekly."

“The SugarHouse New Year’s Eve Fireworks on the Waterfront represent a unique collaboration between our two great cities and numerous partnerships that are helping to transform our Waterfronts into a world-class destination,” said Camden Mayor Dana Redd.

Thomas Corcoran, President of DRWC spoke to the festivities happening at the Blue Cross RiverRink at Penn’s Landing. “With two fireworks shows lighting up the sky over the Delaware River on New Year’s Eve, there is twice the fun to be had at the annual New Year’s Eve Parties on both the Philadelphia and Camden Waterfronts. You can celebrate on Ice at the Blue Cross RiverRink, under water at Adventure Aquarium, with a cannon salute on the Battleship New Jersey, aboard the Moshulu or on the decks of SugarHouse Casino, the Hyatt, Dave and Buster’s, or the Independence Seaport Museum. Many of these parties are great for all ages and ideal for families to ring in the New Year – and usually sell out in advance, so visitors are encouraged to plan ahead to ring in the new year on the Delaware River Waterfront.”

In addition to hosting the New Year’s Eve fireworks, to mark the 20th Anniversary of the Blue Cross RiverRink, DRWC is also celebrating the holidays all month long with Waterfront Winterfest, November 29th – January 5th (www.waterfrontwinterfest.com). Philadelphia’s newest soon-to-be winter tradition reimagines how to experience the holidays with a pop-up restaurant by Chef George Sabatino, an Art Star Holiday Market, a spectacular new holiday light show extravaganza by Klip Collective, and a beautiful winter garden featuring holiday trees and shrubs, and fire pits created by Groundswell Design Group.



“We are proudly celebrating 20 years of continued sponsorship of the Blue Cross River Rink,” said Christopher Cashman, IBC’s EVP and President of Commercial Markets. “In honor of this and in recognition of IBC’s 75 year anniversary, we are pleased to announce that all Blue Cross cardholders and employees will get free admission to the Blue Cross RiverRink for the entire season.”

Fireworks on New Year’s Eve would not be possible without the support of SugarHouse Casino. SugarHouse, which opened in September 2010, has been the presenting sponsor of the New Year’s Eve Fireworks on the Waterfront for four consecutive years. And, for the past three years, SugarHouse has been the proud title sponsor of the Mummies Parade on New Year’s Day—making Philly’s casino the top supporter of both of the

city's back-to-back New Year's celebrations. As noted by Wendy Hamilton, general manager of SugarHouse Casino, "We're looking forward to this favorite Philly tradition as SugarHouse presents two fireworks shows on the waterfront once again this New Year's Eve. 2014 is going to be a big year for Philly's casino and we can't wait to celebrate with this great city."

The SugarHouse New Year's Eve Fireworks on the Waterfront are a great conclusion to what has grown to be more than a month long holiday celebration for the region, including great packages from regional hotels, attractions, and restaurants. "The Sugarhouse fireworks on New Year's Eve and Mummer's Parade on New Year's Day cap off a whole season of holiday activities that appeal to all audiences," said Meryl Levitz, president and CEO of Visit Philadelphia. "Those traditions along with new activities such as Winterfest give visitors more reasons to spend the night or two."

Proudly celebrating its 75th anniversary in 2013, [Independence Blue Cross](#) is the leading health insurer in southeastern Pennsylvania serving more than seven million people nationwide, including 2.2 million in the region. We are 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. Connect with us on Facebook at [ibx.com/facebook](https://www.facebook.com/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

SugarHouse, which opened in September 2010 as Philadelphia's first casino, features 1,602 slots, up to 56 table games, fun and unique dining options, riverfront views, and free on-site parking. The casino employs approximately 1,100 people, and for three consecutive years has been voted a "Best Place to Work" in the Philadelphia Business Journal and a "Top Workplace" in the Philadelphia Inquirer for two years. For more information, visit www.sugarhousecasino.com.

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, please visit www.delawareriverwaterfront.com

Note: The full media kit is online at www.delawareriverwaterfront.com/press-room. Downloadable press releases and high-resolution photos are all available. Request the password from Emma Fried-Cassorla at efried-cassorla@drwc.org.

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