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## FOR IMMEDIATE RELEASE

### Cap off the holiday season with a trip to Blue Cross RiverRink Winterfest

*The Delaware River Waterfront gets into the holiday spirit with extended hours, FREE programming and the SugarHouse New Year's Eve Fireworks on the Waterfront*

PHILADELPHIA, PA (December 1, 2015) – From **December 19 through January 3**, Blue Cross RiverRink Winterfest celebrates the holidays with **longer hours, daily programming, and two SugarHouse New Year's Eve Fireworks on the Waterfront**. Blue Cross RiverRink Winterfest will be open seven days a week including Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. With new amenities like winter warming cottages, Franklin Fountain's Confectionery Cabin, a dazzling holiday tree and a truly stunning site, Blue Cross RiverRink is the perfect spot for a family outing, a reunion with friends, a beautiful date night, or the **ultimate party spot to watch the SugarHouse New Year's Eve Fireworks on the Waterfront with two Parties on Ice**.



## **SUGARHOUSE NEW YEAR'S EVE FIREWORKS ON THE WATERFRONT**

Since December 31, 1991, Philadelphia has celebrated the New Year with a huge fireworks display over the Delaware River Waterfront. For the last 6 years, residents and visitors have had a chance to enjoy two fireworks shows, and will do so again this year thanks to the continued support of SugarHouse Casino. **New this year, we'll be showing fireworks at midnight on large screens around town including the Lit Brothers Building (8<sup>th</sup> & Market), Commerce Square (on Market between 20<sup>th</sup> and 21<sup>st</sup>) and the cube at the Kimmel Center (Broad & Spruce).**

The two SugarHouse New Year's Eve Fireworks on the Waterfront, one at 6PM and one at Midnight, will each be synchronized to a different soundtrack that will be played along the waterfront and **simulcast on KYWNewsradio. The 6PM fireworks will also be broadcast live on NBC10 and Telemundo62.** These shows use over 4,000 devices, representing four tons of net explosives. The largest shells are 10 inches, shoot 800 feet in the air, and explode with a diameter of almost 600 feet, making these fireworks the biggest in the city. Enjoy the sights and sounds of New Year's Eve fireworks from multiple locations on both the Camden and Philadelphia waterfronts and throughout the region including: SugarHouse Casino, Penn's Landing, Blue Cross RiverRink Winterfest, Adventure Aquarium, Independence Seaport Museum, Moshulu, Dave and Busters, and more.

## **BLUE CROSS RIVERRINK WINTERFEST PARTIES ON ICE**

While there are tons of great places to see the SugarHouse New Year's Eve Fireworks on the Waterfront, the best view in Philadelphia is at Blue Cross RiverRink Winterfest. Parties on Ice are each 3 hours long, and tickets include ice skating, light refreshments, musicians and entertainment (and of course, the best spot to watch the SugarHouse New Year's Eve Fireworks on the Waterfront). Amenities at Blue Cross RiverRink Winterfest consist of: beautifully decorated warming cottages, food by Franklin Fountain and Garces Group, a ski-chalet style Lodge complete with comfortable couches, tables, and fireplaces, a kid's Lodge filled with arcade games, rocking chairs and heat lamps, an observation platform and of course, Philly's largest outdoor ice skating rink. All together, the waterfront is transformed into a winter wonderland for skaters and non-skaters to enjoy.

The Party on Ice from 5-8PM is ideal for families and for those who have other commitments later in the evening, while the 10PM-1AM party caters to those who want to ring in the New Year out on the town. Enjoy delicious light refreshments, pay-as-you-go beer, cocktails and champagne, music, Mummers, face painting, party favors, and of course, spectacular fireworks shows at 6PM and Midnight.



### **PARTIES ON ICE DETAILS**

**WHEN:** December 31 from 5-8PM or 10PM-1AM

**WHERE:** Blue Cross RiverRink Winterfest. 101 S. Columbus Blvd. (Market Street at Columbus Blvd)

**TICKETS:** Skater tickets (\$40 per person) and Spectator Tickets (\$30 per person) as well as parking can be purchased online at <http://riverrink.ticketfly.com/event/1014153>. These parties normally sell out, so it is strongly encouraged that attendees purchase their tickets in advance.

### **EXTENDED HOLIDAY HOURS (DECEMBER 19 – JANUARY 3)**

- **Blue Cross RiverRink Winterfest:** Monday through Sunday: 11AM-1AM

#### **Note special hours on these days**

- December 24: Blue Cross RiverRink Winterfest will be **open from 1-8:30PM**
- December 25: Blue Cross RiverRink Winterfest will be **open from 1-8:30PM**
- December 31: Blue Cross RiverRink Winterfest will be **open from 10AM. Visitors can enjoy the rink from 10-11:30AM, 12-1:30PM, or 2-3:30PM before the Parties on Ice begin at 5PM.**

### **HOLIDAY ENTERTAINMENT**

Skate your heart out at Blue Cross RiverRink Winterfest, and then relax and enjoy the FREE activities and entertainment planned throughout the holidays. 12 Days of Christmas Movies, Holiday Flea, face painters, musicians, circus troupes, make and take crafts, and more will all be available FREE on-site. For a complete list of entertainment: <http://www.delawariverwaterfront.com/places/blue-cross-riverrink-winterfest/events>

### **CONTACT:**

Website – [www.riverrink.com](http://www.riverrink.com)

Phone – 215-925-RINK

Email – [riverrink@drwc.org](mailto:riverrink@drwc.org)

Tickets – [www.riverrink.ticketfly.com](http://www.riverrink.ticketfly.com)

Facebook – [Blue Cross RiverRink](#) or [Penn's Landing](#)

Twitter – [@River\\_Rink](#) or [@Penns\\_Landing](#)

Instagram – [Blue\\_Cross\\_RiverRink](#) (#riverrink)

**MEDIA:** The full media kit is online at <http://www.delawareriverwaterfront.com/footer/press-room>. Downloadable press releases and high-resolution photos are all available. Request the password from Emma Fried-Cassorla at [efried-cassorla@drwc.org](mailto:efried-cassorla@drwc.org)

**FIREWORKS SPONSORS:** Presenting sponsor SugarHouse Casino, Visit Philadelphia, NBC10/Telemundo 62, KYW Newsradio, the City of Philadelphia, and the Delaware River Waterfront Corp.

**BLUE CROSS RIVERRINK WINTERFEST SPONSORS:** Founding sponsor Independence Blue Cross, Coca-Cola Philadelphia, Dunkin Donuts, PNC Bank, NBC10/Telemundo 62, Visit Philadelphia, Philadelphia Magazine and the Delaware River Waterfront Corp.

#### **About SugarHouse Casino**

SugarHouse, which opened in September 2010 as Philly's casino, features 1,606 slots, up to 62 table games, fun and unique dining options, riverfront views and free on-site parking. The casino employs approximately 1,200 people, and for five consecutive years has been voted a "Best Place to Work" in the *Philadelphia Business Journal*, and a "Top Workplace" from *Philly.com* four years in a row. For more information, visit [www.sugarhousecasino.com](http://www.sugarhousecasino.com).

#### **About Independence Blue Cross**

[Independence Blue Cross](http://www.independencebluecross.com) is the leading health insurance organization in southeastern Pennsylvania. With our affiliates, we serve nearly 10 million people in 24 states and the District of Columbia, including 2.5 million in the region. For nearly 80 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, visit [www.ibx.com](http://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.

#### **About the Delaware River Waterfront Corporation**

[DRWC](http://www.drwc.com) 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.

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