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For Immediate Release

WATERFRONT WINTERFEST AT PENN'S LANDING

Be part of Philadelphia's newest holiday tradition, experience Waterfront Winterfest at the Blue Cross RiverRink and reimagine how you celebrate the holidays

PHILADELPHIA, PA (November 4, 2013) – In celebration of 20 years of the Blue Cross RiverRink, the **Delaware River Waterfront Corporation** has teamed up with great Philadelphia partners, Four Corners Management, Klip Collective, Groundswell Design Group and Art Star Gallery & Boutique to transform Penn's Landing into **Waterfront Winterfest**. Running from **November 29, 2013, through January 5, 2014**, Waterfront Winterfest will feature 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 newest holiday tradition, and to reimagine how they celebrate the holidays.

The Blue Cross RiverRink, Philadelphia's premiere outdoor ice skating rink will be the center of Waterfront Winterfest. The Olympic-sized rink offers public skating sessions, parties, private functions, and season-long special events, as well as skate rentals and sharpening. The rink complex features a heated facility, viewing areas, private party rooms, video game room, and public restrooms.

Surrounding the rink will be a **winter garden and forest** created by **David Fierabend of Groundswell Design Group**. Using locally sourced shipping containers covered with a huge warming tent, hundreds of holiday trees and shrubs, woodchips, rustic furniture, market lights and pallets, Fierabend will create an immersive holiday landscape that compliments the majestic views of the Delaware River and Ben Franklin Bridge.



Photo by Mitchell Leff

The warming tent, surrounded by the winter garden, will house both **The Lodge**, which is the pop-up restaurant, and the **Art Star Holiday Market**. The Lodge, headed by award-winning Philadelphia Chef **George Sabatino** will reimagine winter classics with twists like homemade Thanksgiving leftover "Hot Pockets," mashed potato fritters, caramel apples, signature fudge and applewood-smoked turkey legs. Other local culinary stars like American Sardine Bar Chef Scott Schroeder will showcase their own reinvention of holiday food at special dinners and mobile food carts. The Lodge will also serve a curated selection of local beers, and spiked hot drinks, like apple cider made from local Three Springs Fruit Farm Cider. The holiday experience would

not be complete without a place to buy gifts for family and friends. **Art Star Gallery & Boutique** will set up the Art Star Holiday Market in the shipping containers, to create a completely unique retail experience. Visitors can shop locally this holiday season from rotating craft vendors and surprise pop-up stores.

Waterfront Winterfest will also be home to the best holiday light show in Philadelphia, featuring **Klip Collective's** patented projection-mapping technology under the direction of Ricardo Rivera, a visual artist, filmmaker, and pioneer of video projection mapping. Playing every evening on the hour from 5 – 11PM, this musically synced light show will feature a festive mash-up of color, lights, hip hop beats, and dancing elves projected onto the winter garden. In addition to annual special events like Skating with Santa, a blow-out Opening Day celebration, and of course, the **TWO SugarHouse Casino New Year's Eve Fireworks** on the waterfront, the entire winter festival space will have rotating entertainment curated by **Jess Conda of Brat Productions**. A complete events calendar will be available online at www.waterfrontwinterfest.com. With all of these elements, Waterfront Winterfest will become a new, authentically-Philadelphia holiday tradition on the waterfront.

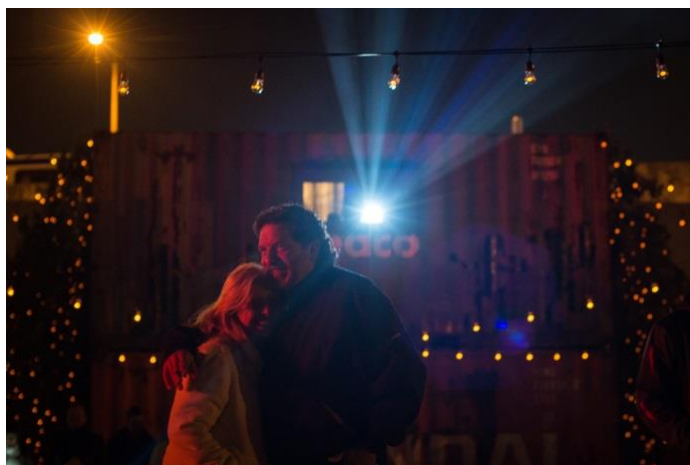


Photo by Matt Stanley

Season and Hours: Waterfront Winterfest will be open from **November 29, 2013 – January 5, 2014**, 7 days a week, 11AM – 1AM. Special hours on Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. The Blue Cross RiverRink and the Lodge will be also open January 6 through March 2 with different operating hours post-Waterfront Winterfest. For complete information about the season and hours, please refer to the fact sheets found in the [DRWC press room](#).

Location: Waterfront Winterfest at Penn's Landing, **101 S. Columbus Blvd**, on Columbus Boulevard at Market Street.

Pricing: Admission to Waterfront Winterfest is **FREE** and open to the public. **Skating Admission – \$3, Skate Rental – \$10**

Online: www.waterfrontwinterfest.com and on Instagram at @PhillyWinterfest

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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

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, follow on Twitter @delriverfront, on Facebook at Delaware River Waterfront, or call (215) 922-2FUN.