



PRESS CONTACT:
Emma Fried-Cassorla
Delaware River Waterfront Corp.
efried-cassorla@drwc.org
O: 215.629.3218
C: 215.313.5582

WATERFRONT WINTERFEST FACT SHEET

Overview: To celebrate 20 years of the **Blue Cross RiverRink**, the Delaware River Waterfront Corporation is working with some of Philadelphia's most creative individuals to transform this popular winter destination into the **Waterfront Winterfest**. For 37 days this holiday season, the waterfront will host a pop-up holiday village. The grounds will be designed by David Fierabend of Groundswell Design Group and will feature a 500-person warming tent, the base of which is recycled shipping containers, a seasonal **winter garden** of pine trees, and of course, the Blue Cross RiverRink. **The Lodge**, a temporary restaurant helmed by acclaimed Philadelphia chef George Sabatino, will serve a new take on winter favorites. The **Art Star Holiday Market** curated by Art Star Gallery and Boutique will be available on-site with special pop-up shops throughout the entire festival. Waterfront Winterfest will also feature an hourly holiday light show called **Bright Lights, Big Santa** by visual artist, filmmaker and pioneer of video projection mapping, Ricardo Rivera of **Klip Collective**. Waterfront Winterfest will also host a daily, ever-changing schedule of traditional and non-traditional entertainment.

Online: www.waterfrontwinterfest.com, PhillyWinterfest on Instagram, 215-925-RINK

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

Season: Waterfront Winterfest will be open from **November 29, 2013 – January 5, 2014**. The Blue Cross RiverRink and the Lodge will also be open January 6 through March 2 with different operating hours. For full information about the post-Winterfest season, please refer to the Blue Cross RiverRink 20th Anniversary Season Fact Sheet (<http://www.delawareriverwaterfront.com/press-room>).

Hours: Open 7 days a week, 11AM – 1AM

- Christmas Eve, 1 – 9PM
- Christmas Day, 1 – 9PM
- New Year's Eve, 11AM – 1AM with special skate sessions for two Parties on Ice

Special Events:

- Opening Day, November 29, 2013
- Christmas Tree Lighting, December 6, 2013
- TWO Parties on Ice, December 31, 2013
- SugarHouse Casino New Year's Eve Fireworks at 6PM and Midnight, December 31, 2013



Pricing: Admission into Waterfront Winterfest is **FREE**.

Blue Cross RiverRink at Waterfront Winterfest

Overview: The Blue Cross RiverRink celebrates 20 years as Philadelphia's premiere outdoor public ice rink. This year also marks 20 years of Independence Blue Cross sponsorship. The Olympic-sized rink offers skating sessions, skating lessons, parties, private functions, 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.

Website: To purchase tickets and to check session times and availability: www.riverrink.com

Hours: November 29, 2013 – January 5, 2014. Open 7 days a week, 11AM – 1AM. Special hours on Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. Please note that hours and session times will be different post-Waterfront Winterfest.

Waterfront Winterfest Session Times, November 29, 2013 – January 5, 2014

- 11AM – 12:30PM
- 1 – 2:30PM
- 3 – 4:30PM
- 5 – 6:30PM
- 7 – 8:30PM
- 9 – 10:30PM
- 11PM – 12:30AM

Christmas Eve and Christmas Day Session Times

- 1 – 2:30PM
- 3 – 4:30PM
- 5 – 6:30PM
- 7 – 8:30PM

New Year's Eve Session Times

- 11AM – 12:30PM
- 1 – 2:30PM
- 5 – 7PM *** New Year's Eve Party on Ice
- 8 – 9:30PM
- 11PM – 1AM *** New Year's Eve Party on Ice

Post-Waterfront Winterfest, January 6, 2014 – March 2, 2014

Monday – Thursday

- 5 – 6:30PM
- 7 – 8:30PM

Friday

- 1 – 4:30PM **Please note that this session time is extended
- 5 – 6:30PM
- 7 – 8:30PM
- 9 – 10:30PM
- 11PM – 12:30AM

Saturday

- 11AM – 12:30PM
- 1 – 2:30PM
- 3 – 4:30PM
- 5 – 6:30PM
- 7 – 8:30PM
- 9 – 10:30PM
- 11PM – 12:30AM

Sunday

- Sled Skating 10 – 11AM **Please note that this session requires reservations in advance
- Skating Lessons 11AM – 12:30PM **Please note that this session requires reservations in advance
- 1 – 2:30PM
- 3 – 4:30PM
- 5 – 6:30PM
- 7 – 8:30PM

Holiday Session times: January 20, Martin Luther King Day and February 17, Presidents' Day

- 11AM – 12:30PM
- 1 – 2:30PM
- 3 – 4:30PM
- 5 – 6:30PM
- 7 – 8:30PM

Pricing: Admission \$3, Skate Rental \$10, Parking \$12 Monday – Thursday, \$15 Friday – Sunday

SPECIALS: Admission is FREE Monday – Thursday before 5PM (December 2 – December 19)

Groups, Parties, Private Rentals, Fundraisers: The BlueCross RiverRink and the Lodge will be available for parties during public sessions. Party room rentals, catering, and group discounts can be arranged through filling out the online form at www.riverrink.com, calling 215-925-RINK, or emailing riverrink@drwc.org

Please Note: Skating lessons, sled skating and pond hockey will be available in January and February.

Sponsorship: Independence Blue Cross is the founding and title sponsor of the Blue Cross RiverRink. The Blue Cross RiverRink is owned and operated by the Delaware River Waterfront Corporation. Other sponsors include Coca-Cola Refreshments of Philadelphia, CBS 3 and the CW Philly, Adventure Aquarium, Ride the Ducks and the Greater Philadelphia Tourism Marketing Corporation.

The Lodge at Waterfront Winterfest

Overview: Recycled shipping containers will create the base of a tented public plaza that will house Executive Chef George Sabatino's "The Lodge." Sabatino is looking to reinvent winter comfort food. Some of Sabatino's ideas include homemade Thanksgiving leftover "Hot Pockets," mashed potato fritters, caramelized pumpkin donuts and applewood-smoked turkey legs. Vending carts will also be spread around the Winterfest grounds, serving roasted peanuts, fresh waffles and grilled hot dogs and sausages. Other well-known Philadelphia chefs have also been invited to participate in Winterfest and offer their own take on reinterpreting traditional winter comfort food. The Lodge will also house the Art Star Holiday Market (see details below).

Website: <http://www.waterfrontwinterfest.com/>

Admission: Entrance into the Lodge is FREE, food and drink prices are available online.

Hours: November 29, 2013 – January 5, 2014. Open 7 days a week, 11AM – 1AM. Special hours on Christmas Eve, Christmas Day, New Year's Eve and New Year's Day. Please note that hours will be different beginning January 6, 2014.

Bright Lights, Big Santa

Overview: Bright Lights, Big Santa is a re-imagined traditional holiday light show featuring Klip Collective's patented projection-mapping technology. 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. With music by Siyoung and direction by Ricardo Rivera, a visual artist, filmmaker, pioneer of video projection mapping, and co-founder of Klip Collective, Waterfront Winterfest visitors will be enchanted by a never-before seen light show projected onto the manicured winter garden.

Klip Collective will also control lighting for the entire 60,000 square foot Waterfront Winterfest area. This will include almost 15,000 linear feet of market and Christmas lights illuminating the evergreen trees, tent and outdoor spaces.

Website: <http://www.klip.tv/>

Admission: Free

Hours: November 29, 2013 – January 5, 2014. Mon – Sun, 5PM – 11PM. Limited hours on holidays, corresponding to Waterfront Winterfest hours. The 6+ minute light show will play at the top of every hour. Please note that this holiday light show will not run after January 5, 2014.

The Winter Garden

Overview: Groundswell Design Group, founded by David Fierabend, will create the setting for the magical winter wonderland that will surround the Blue Cross RiverRink. Fierabend will bring his expertise from recent projects like the PHS Pop Up Garden in Center City, Morgan's Pier, and the Sol LeWitt exhibit at the Philadelphia Museum of Art to the waterfront in the form of a winter garden and forest. The entire Waterfront Winterfest experience will use 14 locally-sourced shipping containers covered with a huge 180' x 40' warming tent to keep the space 20 degrees warmer than the outside temperature. The containers will house areas for food and drink, as well as enclosed spaces for holiday shops. 700 pallets will be immediately adjacent to the containers, creating stadium seating to watch the ice skaters and other entertainment.



The Blue Cross RiverRink at Penn's Landing will be transformed into an inviting winter forest with 70+ evergreen trees, including White Pine, Hemlock, Blue Spruce, and Norway Spruce, 3 centerpiece Blue Spruce for the lighting show, and more than 500 shrubs and ornamentals including Winterberry, Holly, Red and Yellow Twig Dogwood, and ornamental cabbages. 125 yards of woodchips will create the feeling of a forest floor. Scattered throughout the trees will be small seating areas with rustic furniture, providing intimate small-gathering locations.

Website: <http://groundswelldesigngroup.com/>

Admission: Free

Hours: Waterfront Winterfest (November 29 – January 5)

- Open 7 days a week, 11AM – 1AM
- Christmas Eve, 1 – 9PM
- Christmas Day, 1 – 9PM
- New Year's Eve, 11AM – 1AM with special skate sessions for two Parties on Ice

Post Waterfront Winterfest (January 6 – March 2)

- Monday – Thursday: 5 – 8:30PM
- Friday: 1PM – 12:30AM
- Saturday: 11AM – 12:30AM
- Sunday: 1PM – 8:30PM
- Martin Luther King Day and Presidents' Day: 11AM – 8:30PM

Art Star Holiday Market

Overview: The new Waterfront Winterfest will also feature the Art Star Holiday Market. Shops will showcase handmade gifts by some of the best independent crafters from Philadelphia and beyond, curated by Erin Waxman and Megan Brewster, the proprietors behind the award-winning Art Star Craft Bazaar at Penn's Landing and Art Star Gallery & Boutique. Each day will bring a new mix of artists selling handmade jewelry, t-shirts, plush toys, accessories, paper goods, housewares, original art, prints, baby and kid items, ceramics and more. Shop for the perfect gifts to give this holiday season all while enjoying an array of festive treats and activities at Waterfront WinterFest.

Some of the vendors include:

- Fuzzy Ink – Screen printed t-shirts, hoodies and accessories
- Cutesy but not Cutesy - Handmade plush monsters and hoodies
- Penelope Rakov - Murrini Glass Jewelry
- Eleanor Grosch - Screen printed posters, prints, cards and accessories
- Tasha McKelvey - Pottery
- Rocks & Salt - Hats
- Boutique Textiles - Printed fabrics, housewares, accessories

Website: <http://www.artstarphilly.com/>

Admission: Free

Hours: Please note that this holiday market will not run after January 5, 2014.

- Friday, November 29th, 11AM – 8PM
- Saturday, November 30th, 11AM – 8PM
- Sunday, December 1st, 11AM – 6PM

- Friday, December 6, 4PM – 8PM
- Saturday, December 7, 11AM – 8PM



- Sunday, December 8, 11AM – 6PM
- Friday, December 13, 4PM – 8PM
- Saturday, December 14, 11AM – 8PM
- Sunday, December 15, 11AM – 6PM
- Thursday, December 19 – Monday, December 23, 11AM – 8PM
- Friday, December 27, 11 – 7PM
- Saturday, December 28, 11 – 7PM
- Sunday, December 29, 11 – 6PM
- Monday, December 30, 11 – 7PM
- Tues, New Year’s Eve, 11 – 7PM

Note: The full media kit is online at <http://www.delawariverwaterfront.com/press-room>, including downloadable press releases, fact sheets, and high-resolution photos. Please request the password for high-resolution photos from Emma Fried-Cassorla at efried-cassorla@drwc.org.

###

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.delawariverwaterfront.com, follow on Twitter [@delriverwfront](https://twitter.com/delriverwfront), on Facebook at Delaware River Waterfront, or call (215) 922-2FUN.