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SugarHouse New Year's Eve Fireworks on the Waterfront FACT SHEET 2013

BACKGROUND:

The **Delaware River Waterfront Corporation** (operator of the Blue Cross RiverRink) produces the annual SugarHouse New Year's Eve Fireworks on the Waterfront, continuing the New Year's Eve tradition with twice the fireworks and twice the fun at 6 pm and midnight on December 31. Both free shows will be choreographed to unique soundtracks and launched from barges in the middle of the Delaware River with clear views from both Philadelphia and Camden, with free viewing areas and broadcast soundtrack in each location.

TIMES:

Sunday, December 29, 2013, 9AM

Shells loaded onto barges at the Navy Yard

New Year's Eve, Tuesday, December 31, 2013

8AM -- Equipment Load-In Begins

3PM --- Sound Check

6PM – Fireworks, attended by Philadelphia Mayor Michael Nutter and Camden Mayor Dana Redd at the Blue Cross RiverRink

12 midnight – Fireworks launched by Wendy Hamilton, General Manager of SugarHouse Casino

TWO SHOWS:

The two fireworks shows have different soundtracks, and viewers will discover what these songs look like choreographed to fireworks.

6PM show: "A Salute to America's Great Composer and Conductor – John Williams"

Composer and Conductor, John Williams is one of America's greatest musical treasures. During his career he has composed thousands of musical works for film, television, and concerts, which will resonate with people of all ages. The 6PM soundtrack includes: "Cadillac in the Sky," created for the

movie *Empire of the Sun*, “Holiday Flight” from *Home Alone*, and many more, which will lead into the finale “Superman.”

Midnight Show: “Party on the Waterfront”

The midnight soundtrack will create a party atmosphere on the Waterfront with a hot and energized soundtrack with songs by Mariah Carey, Christina Aguilera and Pitbull, Avicii’s, Lorde, Ellie Goulding and more.

FIREWORKS BY NUMBERS:

New in 2013, four Mini Domes will create arching effects between the two barges, during the midnight display. Returning from 2012 are crowd favorites – nautical fireworks, and Girandolas. The displays utilize over 4,000 devices, representing over four tons of net explosives, and will use approximately five miles of wire and cable. It will take three days for the crew of 10 to set-up the two displays. Products used in the displays are from all over the world, including Spain, Italy, and China.

CREATING A FIREWORKS SHOW:

After the soundtrack is finalized and before any shells are pulled from Pyrotecnico’s extensive inventory of products, a computer roadmap is designed using a program called Show Director that arranges the choreographed synchronization. Using SMPTE time codes, this program uses a graphical display along with music via WAV files and a time source code creating the sequence of firing for the display. The program will automatically back time firing cues to adjust for the time it takes for the device to reach its apex for pinpoint accuracy. It will take approximately 75 hours to design and choreograph each display for December 31, 20123.

TECHNOLOGY:

GPS Clocks are used and designed for pyrotechnic use by Lead Pyrotechnican Paul Gaffney, which use Global Positioning Satellites synchronized with the world clock in Colorado to coordinate with KYW Newsradio 1060 and CBS 3. These GPS clocks are the same technology used in radio and television to coordinate the start of programming, so everyone will be in sync. The Pyrodigital Computer Firing System is the tool of choice for Pyrotecnico, as they’ve used it in their most prestigious displays – PyroFest, GlobalFest, Welcome America and Baltimore Inner Harbor’s 4th of July displays.

FIREWORKS PRODUCERS:

Amplifying excitement and creating emotional connections between the audience and displays is the main focus of Pyrotecnico. One of the largest producers of fireworks, special effects, and lasers in America, Pyrotecnico has produced premiere fireworks displays throughout Philadelphia, including shows for Delaware River Waterfront Corporation, Welcome America, Army/Navy game and Temple University Football, and provides all of the pyrotechnic effects for the Philadelphia Eagles and Phillies home games. Pyrotecnico has produced 2,800 displays, including fireworks, special effects, and lasers in 38 states in 2013. Internationally, Pyrotecnico has produced displays in Canada, China, Antigua, St. Croix, the Cayman Islands, Vietnam, and South Korea.

Tradition, creativity, innovation, and technology are the ingredients that have set Pyrotecnico apart from other fireworks manufacturers for years. The tradition began in 1889 when Constantino Vitale founded the Vitale Fireworks Manufacturing Company in a small village near Naples, Italy. The company later moved to the United States and incorporated in 1922 in New Castle, PA, the “Fireworks Capitol of America.” Renamed Pyrotecnico in 1992, the company is run by the fourth generation of the Vitale Family, Stephen Vitale, a graduate of Duquesne University.

By being on the forefront of the use of cutting edge technology and surrounding themselves with imaginative individuals, Pyrotecnico has gained a major foothold in the event producing, special effects, and laser industries. 2012 was the first year Pyrotecnico held their now annual, “PyroFest – America’s Largest Fireworks Festival” in Pittsburgh (their headquarters’ “back yard”), in which they aim to hold in multiple cities within the U.S. in years to come. Also, as they have gained more ground with their flames, pyrotechnics, lasers, and custom effects, Pyrotecnico has branched off with Pyrotecnico FX – a full service special effects and laser display production company. Learn more about PyroFest and Pyrotecnico FX, by visiting their websites at www.pyrofest.com and www.pyrotecnicofx.com.

Rocco Vitale, Creative Director, designs the Fireworks on the Waterfront displays, choreographing them to the soundtracks. As a Vitale, Rocco started his career with fireworks, special effects, and lasers at an early age. Currently based out of Pyrotecnico FX’s facility in Addison, TX, he not only designs all of Pyrotecnico’s larger, and choreographed, fireworks displays, but also oversees all creative aspects of Pyrotecnico FX – ensuring each display is as unique as the event in which they’re featured.

SPONSORSHIP:

SugarHouse New Year's Eve Fireworks on the Waterfront is also sponsored by the Delaware River Waterfront Corporation, the City of Philadelphia, Visit Philadelphia, Camden Waterfront, City of Camden, NJ Travel and Tourism, CBS3 and KYW Newsradio, and *Philadelphia Weekly*.

DRWC AND THE BLUE CROSS RIVERRINK:

The Blue Cross RiverRink at Penn's Landing, Philadelphia's only outdoor public ice rink, is located at 101 S. Columbus Boulevard on the Delaware River. For more information on skating sessions, ice skating lessons, birthday parties, or private receptions, please call 215.925.RINK or visit www.riverrink.com. Follow on Twitter at @River_Rink or on Facebook at www.facebook.com/RiverRink.

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 and on Twitter at @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©(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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