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PRESS RELEASE

THE HOLIDAY SEASON KICKS OFF WITH A TREE LIGHTING PARTY PRESENTED BY PECO

Holiday celebrations begin at Blue Cross RiverRink Winterfest with the flip of a switch and won't end until after the SugarHouse New Year's Eve Fireworks on the Waterfront

PHILADELPHIA, PA (December 1, 2015): On Friday, December 4th, Santa and a full processional will illuminate the 40,000 lights covering one of Philadelphia's largest holiday trees during the **Holiday Tree Lighting Presented by PECO**. This marks the beginning of the holiday season at Blue Cross RiverRink Winterfest, which will end as the last fireworks from the SugarHouse New Year's Eve Fireworks on the Waterfront are shot into the air.

Blue Cross RiverRink Winterfest continues to be one of Philadelphia's favorite holiday and winter activities, and this season will be no different. The Holiday Tree Lighting Presented by PECO is an evening chock full of performances by ice skaters, carolers, dancers, singers and more, and best of all, it's FREE (ice skating admission is additional).



The night starts at 6:40PM with performances by [Philadelphia Symmetry Ice Dancers](#) from the [Wissahickon Skate Club](#), and Shay Sterlace and Yovanny Durango, 2015 U.S. Adult Figure Skating Dance Champions, and teen

opera sensation [Arielle Baril](#), featured on *America's Got Talent*. The [Keystone State Boychoir](#) and [Pennsylvania Girlchoir](#), recently seen singing for Pope Francis during the Meeting of Families, will fill the stage with dozens of young singers performing holiday classics. Other musical acts include the Chamber Strings from [Philadelphia's String Theory High School](#), [In the Mix A Capella](#), local gospel and soul singer [Eric Gambre'll](#) and, of course, Elaine Chez, performing *Santa Baby* as Marilyn Monroe.

The lighting of the holiday tree will be the finale to the night, and the Delaware River Waterfront Corporation (DRWC) is proud to work with PECO again for this event. For more than 20 years, PECO has proudly supported DRWC's events and programs such as the PECO Multicultural Series. This year's sponsorship of Blue Cross RiverRink Winterfest expands PECO's support of DRWC's innovative programming, helping keep the season warm and bright for families in the Greater Philadelphia region.

The tree lighting processional will include Santa and a band of elves, Sixers' star Robert Covington, Franklin from the Sixers, the Blue Cross RiverRink Mascot Rinky, and an Eagles drum line. After turning on the 6-ft switch, the tree will be illuminated with 40,000 lights, making it one of the centerpieces of Blue Cross RiverRink Winterfest.

If that isn't enough, the night will also feature ambient entertainment and make and take activities. **Arden Theater Company will be doing on-site make and takes and giveaways to celebrate their newest play, [Hans Brinker and the Silver Skates](#).** Note that tickets from the rink presented to Arden Theater Company are valid for discounts and vice versa. **The Pennsylvania Academy of Fine Arts will be creating stockings filled with candy and ornaments** while supplies last, and Old Time Carolers will be singing throughout the Lodge.

This beautiful site will be made even better by [PNC's Gingerbread Branch](#), located at Blue Cross RiverRink Winterfest from December 4-6th. Notes PNC rep Jean Canfield, "Nestled snug among the sights and sounds of the Blue Cross RiverRink Winterfest, the PNC Gingerbread Branch—made of actual gingerbread—is a fun, seasonal addition to the community celebration of the holiday season at Penn's Landing. Where else can you tour an operating gingerbread bank branch and even learn about the true cost of Christmas through the PNC Christmas Price Index?"



Blue Cross RiverRink Winterfest's season continues through February 28, 2016, with extended hours from December 19 – January 3rd. [Tons of activities mark the calendar](#), making this site one of Philadelphia's best winter traditions.

WHAT:

Blue Cross RiverRink Winterfest Holiday Tree Lighting

Start the holiday season with a huge tree lighting consisting of a full night of stage entertainment, make and take crafts, and the PNC Gingerbread Branch activation—an operational bank branch made of real gingerbread, frosting and candy!

WHERE:

Blue Cross RiverRink Winterfest, 101 S. Columbus Boulevard on the Delaware River.

WHEN:

Friday, December 4th, 6-9PM

CONTACT INFO:

Phone: 215-925-RINK

Email: riverrink@drwc.org

Website: www.riverrink.com

Social Media:

Blue Cross RiverRink Winterfest ([Facebook](#), [Twitter](#), [Instagram](#))

Penn's Landing ([Facebook](#), [Twitter](#), [Instagram](#))

TRANSPORTATION

Public Transportation:

Bus Routes 25, 21, 42, 17, 33, 48 and 12 all stop within walking distance of Blue Cross RiverRink Winterfest.

SEPTA Market-Frankford Line stops at Second and Market, which is a five minute walk from Blue Cross RiverRink Winterfest

Bike parking on-site. [Ride Indego](#) stations located at Columbus Boulevard at Spruce Street and at 2nd Street at Market Street

Parking: Parking lots located at Market Street and Walnut Street at Columbus Blvd

PHOTOS

All photos can be found in our press room: <http://www.delawareriverwaterfront.com/footer/hi-res-photos/2015/10/22/blue-cross-riverrink-winterfest-2014-2015> (password is aidemdrwc)

Blue Cross RiverRink Winterfest Sponsors

Winter Programming sponsored by [Independence Blue Cross](#), [PECO](#), [Coca Cola Refreshments-Philadelphia](#), [Dunkin' Donuts](#), [PNC Bank](#), [Visit Philadelphia](#), and [Philadelphia Magazine](#).

About PECO

Based in Philadelphia, PECO is an electric and natural gas utility subsidiary of Exelon Corporation (NYSE: EXC). The company's 2,400 dedicated employees provide advanced, innovative energy solutions to 1.6 million electric and more than 506,000 natural gas customers in southeastern Pennsylvania. In 2014 PECO delivered 89.9 billion cubic feet of natural gas and 37.5 billion kilowatt-hours of electricity and had an estimated economic impact of \$4.5 billion in Pennsylvania, supporting more than 9,600 local jobs and producing \$760 million in labor income. Founded in 1881, PECO is one of the Greater Philadelphia Region's most active corporate citizens, providing leadership, volunteer and financial support to numerous arts and culture, education, environmental, economic

development and community programs and organizations. For more information visit peco.com, and connect with the company on Facebook and Twitter.

About The PNC Christmas Price Index

Launched in 1984 by a PNC predecessor bank in Philadelphia, the PNC Christmas Price Index is a whimsical analysis by PNC Wealth Management that measures the cost of the gifts in the holiday classic, “The Twelve Days of Christmas.” For more information, please visit the 2015 PNC CPI website, www.pncchristmaspriceindex.com.

About The PNC Gingerbread Bank Branch

PNC is building the world’s first gingerbread bank to be on display in Philadelphia’s Penn’s Landing December 4-6. The pop-up bank branch, made of real gingerbread, frosting and candy, will be staffed by PNC professionals and stocked with a cocoa and cookie bar and a gingerbread-covered ATM, allowing visitors to learn about the cost of the items in the index with some holiday cheer.

About PNC

The PNC Financial Services Group, Inc. (NYSE: PNC) is one of the largest diversified financial services institutions in the United States, organized around its customers and communities for strong relationships and local delivery of retail and business banking; residential mortgage banking; specialized services for corporations and government entities, including corporate banking, real estate finance and asset-based lending; wealth management and asset management. For information about PNC, visit www.pnc.com.

About Independence Blue Cross

[Independence Blue Cross](http://www.ibx.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. 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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