

PHILADELPHIA TO PRODUCE TWO WATERFRONT FIREWORKS SHOWS ON NEW YEAR'S EVE

Free Fireworks over the Delaware River kick off a Festive Four Day Weekend with many ways to celebrate!

PHILADELPHIA, November 30, 2009 — Mayor Michael A. Nutter announced today that the Delaware River Waterfront Corporation (DRWC) will produce not one but two fireworks shows this New Year's Eve, December 31, 2009. In addition to the traditional show at Midnight, there will now be an earlier show at 6:00 PM now promising twice the fireworks, twice the fun! Both 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.

“This New Year's Eve there will be twice the fireworks and twice the fun down on the Delaware River Waterfront,” said Mayor Michael A. Nutter. “Come down to the waterfront for the fireworks, stay for dinner, stay for the night, and stay for the weekend as we welcome 2010 here in the City of Brotherly Love and Sisterly Affection.”

Visitors to both the Philadelphia and Camden waterfronts will be able to hear the synchronized soundtracks for the fireworks from speakers on the Great Plaza at Penn's Landing and Wiggins Park in Camden. KYW Newsradio will also broadcast the official soundtracks to both shows to allow revelers wherever they are watching to tune to 1060 AM to enjoy the fireworks displays with their coordinating soundtracks. CBS 3 will televise the traditional fireworks show live at Midnight, along with a special pre show leading up to the countdown so the entire Greater Philadelphia region can ring in the New Year with a bang.

Funding for the two fireworks shows will come from DRWC with support from the Delaware River Port Authority and other sponsors.

Mayor Michael A. Nutter, together with outgoing Camden Mayor Gwen Faison and Mayor-Elect of Camden Senator Dana Redd, spoke to this exciting opportunity for both cities. Twice the fireworks, twice the fun will hopefully have twice the economic impact.

“The Delaware River Waterfront Corporation is proud to be able to produce a second fireworks show to help grow this 19 year tradition,” said Tom Corcoran, President of DRWC. “We hope this represents just the beginning of exciting new and expanded programs that support the City, celebrate the River and unite the Camden and Philadelphia Waterfronts.”

Kick off the festive, four-day weekend with two fireworks shows at Penn's Landing and continue into 2010 with the day-long Mummers Parade, the Fancy Brigade Finale at the Pennsylvania Convention Center and a massive but unofficial New Year's night party on Two Street. Be sure to skate in the new year, the Blue Cross RiverRink at Penn's Landing is open seven days a week including all holidays and offers special ice skating parties during each fireworks show, for details visit www.riverrink.com .

“Since the New Year’s Eve fireworks began in 1991 and consistently continued each year, more and more people have decided to hold New Year’s Eve weddings, family reunions, etc., thereby getting a great river show and Mummer’s Parade for free,” said Meryl Levitz, president and CEO, Greater Philadelphia Tourism Marketing Corporation (GPTMC). “Out hotels, restaurants and attractions—as well as the image of our city as a fun place to stay overnight—have all benefited.”

Throughout the long weekend, visitors can enjoy a vibrant dining scene, performing arts aplenty, galleries galore and holiday lights everywhere round out the holiday offerings in Philadelphia. To get it all in, visitors are encouraged to spend the weekend. It’s best to book early at www.gophila.com/holidays where they can learn the latest on all the New Year’s Eve and New Year’s Day weekend happenings.

For press inquiries please call: Laurie Curtin Heinerichs, Delaware River Waterfront Corp., 215.629.3218 (work), 267.228.1990 (cell)