

FOR IMMEDIATE RELEASE
November 9, 2022

#WFOL40 Update

NEW Niagara Falls Illumination Program Celebrating 40 Years of WINTER FESTIVAL OF LIGHTS

(Niagara Falls, ON) An annual winter tradition, the award-winning [Niagara Falls WINTER FESTIVAL OF LIGHTS](#), Canada's largest and longest running FREE outdoor light Festival celebrates a milestone 40th Anniversary with a new **Falls Illumination Program** to kick off 101 Twinkling Nights on Saturday, November 12, 2022 and throughout the Festival.

ANNOUNCING - NEW "Sparkling Winter Lights" Falls Illumination

To celebrate the beauty and majesty of the winter season and mark the 40th anniversary of the Niagara Falls Winter Festival of Lights, a new illumination light show "Sparkling Winter Lights" has been produced for Niagara Falls Tourism by the Niagara Falls Illumination Board. The display features the subtle and sometimes harsh movements inspired by winter in the north. From gentle snowfalls to the aurora borealis gliding over snowy tundra, to blizzards and the frosted falls; winter's spectacle is exciting and magical.

The mighty American and Canadian Horseshoe Falls will come to life every evening with this tribute to the natural beauty all around us. The display is part of the regular nightly illumination of the Falls, with the five-minute lighting display playing through on the hour, at 6:00 pm, 7:00 pm and 8:00 pm each evening between November 12, 2022 and February 20, 2023. More [here](#)

#WFOL40 Overview

- **101 Nights of Twinkling Lights from November 12, 2022 – February 20, 2023**, with 3+ million lights and 75+ spectacular displays that transform Niagara Falls into a winter wonderland. Drive or bundle up and walk through **NEW displays and themed illumination areas**, including the Royal Promenade, Frosted Falls, Enchanted Forest, and Great Canadian North with downloadable maps for planning.
- **40 nights of FREE indoor family entertainment** featuring top children's performers on weekends and throughout the December holiday period. From magicians and musicians to juggler and face painters, the Festival's indoor entertainment kicks off on November 12th. Visit the **Crowne Plaza Fallsview Hotel** for a full schedule of live performers and head to the **Americana Waterpark Resort & Spa** for face painters, balloon twisters, glitter tattoos and more.
- **40 nights of breathtaking fireworks** celebrating 40 Years of the Festival
- **NEW Falls Illumination** program celebrating four decades of Winter Sparkling Lights featured each night of the Festival
- **Brand New Experiences in 2022:**
 - A special Voyage to the Falls [Niagara City Cruises – New Holiday Season Cruise](#)
 - The first [Niagara Helicopters Winter Nights and Lights Experience](#)

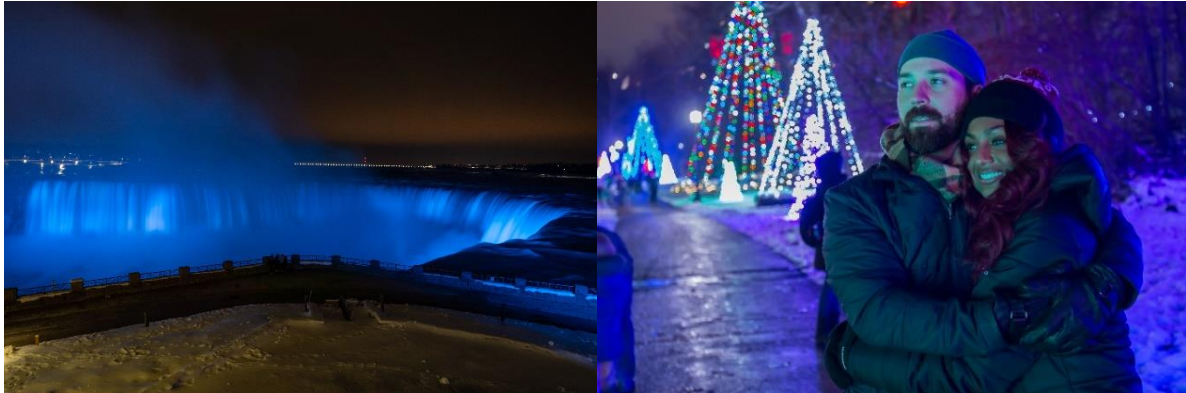
- **#WFOL40 Contest**
Share your Festival memories for a chance to win a winter getaway in Niagara Falls! Post your Niagara Falls Winter Festival of Lights photos from the past 40 years on Instagram by tagging @winterfestivaloflights with #WFOL40 for your chance to win. Full contest details [here](#)

Coming Soon

- **NEW WFOL Hot Chocolate Trail!**
Warm up on this self-guided trail that leads to a delicious selection of chocolatey concoctions created by Niagara Falls chocolatiers, chefs and mixologists
- **FREE OPG Santa Meet & Greet and Family Photos in December** (Sponsored by Ontario Power Generation)
- **Misty Kids Colouring Contest**

For More Information please visit www.WFOL.com

- Media Photos and Video Reel visit <https://media.niagarafallstourism.com>
- Find other Holiday & Winter season events in Niagara Falls [here](#)
- Visiting Media On-site Photo Opps: please contact Irene Knight for assistance
- #WFOL40 Announcement Press Release (November 7, 2022) [here](#)
- #WFOL40 Entertainment Announcement (November 8, 2022) [here](#)



ABOUT WFOL

The Winter Festival of Lights is presented by Niagara Falls Tourism and supported by funding from the Tourism Partnership of Niagara. Host locations for the illumination displays include Niagara Parks, Lundy's Lane BIA, Fallsview BIA, Victoria Centre BIA, and Downtown Niagara Falls BIA.

MEDIA CONTACT

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PLAN YOUR VISIT For more information about planning a memorable visit to Niagara Falls, please visit www.niagarafallstourism.com and these helpful resources:

WHERE TO STAY Book a room in [nearby hotels](#) within walking distance of the displays throughout the city or a Fallsview room to enjoy a [Room with a View](#), the majesty of the Falls from the comfort of your bed, any time of the day.

FOUR SEASON EXPERIENCES

Families can experience iconic four-season outdoor and indoor experiences over the holiday/winter season and stay in a hotel in the heart of our entertainment and shopping districts including Fallsview Boulevard, Clifton Hill and Lundy's Lane. Venture to the Falls at night to experience an icy cool [illumination](#) or get a new perspective of the great wonder by taking flight with [WildPlay Zipline to the Falls](#), soaring through the skies in a [helicopter](#), taking a [Journey Behind the Falls](#), going for a spin in the [Niagara SkyWheel](#), or elevating your view at [Skylon Tower](#). When the [weather](#) gets chilly, head indoors to warm up. Escape to a tropical oasis at the [Butterfly Conservatory](#), [Bird Kingdom](#), [Floral Showhouse](#), or one of our [indoor waterparks](#).

RESOURCES

- Niagara Falls Itinerary Ideas: www.niagarafallstourism.com/blog/itinerary/
- Attraction Packages: www.niagarafallstourism.com/attraction-packages/
- Niagara Falls Illumination: www.niagarafallstourism.com/illumination/
- Niagara Falls 24/7 Live Cam from Fallsview Casino: [Niagara Falls Live Stream](#)

ABOUT NIAGARA FALLS TOURISM

Niagara Falls Tourism (NFT) is the official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada, representing almost 400 member establishments in Niagara Falls, including members throughout the Niagara Region. Welcoming almost 14 million visitors into the destination each year, NFT promotes the tourism and hospitality sector to visitors around the world. Dynamic marketing campaigns and signature events inspire visitors to explore Niagara Falls and support the success of local business. NFT fosters the international reputation of Niagara Falls as a four-season bucket-list destination and Canada's entertainment capital.

ABOUT NIAGARA FALLS ILLUMINATION BOARD

All special illumination requests are reviewed and approved by the Niagara Falls Illumination Board, which has financed and operated the "illumination of Niagara Falls" since 1925. The Niagara Falls Illumination Board is made up of representatives from the City of Niagara Falls Ontario, City of Niagara Falls, New York, Ontario Power Generation Inc., New York Power Authority, New York State Office of Parks, Recreation and Historic Preservation and The Niagara Parks Commission. It is the Illumination Board's responsibility and mandate to finance and maintain the nightly illumination of both the Horseshoe and American Falls.

ABOUT THE TOURISM PARTNERSHIP OF NIAGARA

Tourism Partnership of Niagara (TPN) is the organization responsible for marketing the Niagara Region as a world-class, four-season travel destination to domestic and international markets. Through effective tourism marketing supported by aligned market research, we help to create jobs and generate wealth by stimulating demand for Niagara's tourism economy. Our role is to increase awareness of Niagara Region and influencing consumers at the intent and consideration phase of the consumer path to purchase. Playing a leadership role in the Niagara Tourism and Hospitality apparatus that helps shape the Niagara narrative to attract business and leisure consumers to Niagara.