

FOR IMMEDIATE RELEASE  
November 29, 2022

# #WFOL40 Update

## Announcing: Annual FREE OPG Santa Meet & Greet and FREE Family Photos

(Niagara Falls, ON) An annual winter tradition, [Niagara Falls WINTER FESTIVAL OF LIGHTS](#), Canada's largest and longest running FREE outdoor light Festival celebrates a milestone 40<sup>th</sup> Anniversary and the arrival of Santa Claus as the Festival once again offers popular **OPG Santa Meet & Greet and FREE Family Photos throughout** December (sponsored by Ontario Power Generation).

### Announcing

#### **FREE OPG Santa Meet & Greet and FREE Family Photos in December (sponsored by Ontario Power Generation)**

- OPG Santa Meet & Greet and Photo Location: FROSTED FALLS at Queen Victoria Place (6345 Niagara Parkway, Niagara Falls, ON) featuring Giant Gingerbread House and Family, Sequoia Tree, Elf, PEACE letters, Candy Canes and more
- Dates: December 3, 10, 17, 18, and 23 (weather dependent)
- Times: 6:00 - 8:00 pm

### #WFOL40 Overview

- **101 Nights of Twinkling Lights on now until 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 runs every weekend Friday and Saturday. 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** over the Falls celebrating 40 Years of the Festival
- **NEW Falls Illumination** program celebrating four decades of Winter Sparkling Lights featured each night of the Festival at 6:00 pm, 7:00 pm and 8:00 pm.
- **New Experiences in 2022:**
  - The first [Niagara Helicopters Winter Nights and Lights Experience](#)
- **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
-

- **#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](#)
- **Misty Kids Colouring Contest**  
Submit your colouring sheets to win a surprise prize pack from Niagara Falls Tourism and have your colouring page(s) featured on our website! Download colouring sheets [here](#) and follow the instructions for a chance to win.
- For More Information, please visit [www.WFOL.com](http://www.WFOL.com)
- Media Photos and Video Reel visit <https://media.niagarafallstourism.com>
- Visiting Media On-site Photo Opportunities: please contact Irene Knight for assistance
- #WFOL40 Announcement Press Release (November 7, 2022) [here](#)
- #WFOL40 Entertainment Announcement (November 8, 2022) [here](#)
- #WFOL40 Falls Illumination Announcement (November 9, 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

Irene Knight, Public Relations Manager

[iknight@niagarafallstourism.com](mailto:iknight@niagarafallstourism.com)

C: 905-651-5790

-30-

## PLAN YOUR VISIT

For more information about planning a memorable visit to Niagara Falls, please visit [www.niagarafallstourism.com](http://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/](http://www.niagarafallstourism.com/blog/itinerary/)
- Attraction Packages: [www.niagarafallstourism.com/attraction-packages/](http://www.niagarafallstourism.com/attraction-packages/)
- Niagara Falls Illumination: [www.niagarafallstourism.com/Illumination/](http://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 PARKS

Since its establishment in 1885, Niagara Parks has remained a self-financed agency of the Ontario Ministry of Heritage, Sport, Tourism & Culture Industries, entrusted to preserve and protect the land surrounding Niagara Falls and the Niagara River. Today, Niagara Parks boasts gardens, a horticulture school, recreation, golf courses, restaurants, heritage and historic sites, gift shops and, of course, Niagara Falls. In short, natural landscapes, history, family fun, hiking, culinary delights, attractions and adventure.

## 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.