



MEDIA RELEASE

LIVE MUSIC RETURNS TO NIAGARA FALLS IN A BIG WAY

Week-long Niagara Falls Music Live event showcases all-Canadian talent

(Niagara Falls, ON) A new live music celebration is set to take place in Niagara Falls, Canada's premiere entertainment destination, from **December 27, 2021 to January 1, 2022**. The first *Niagara Falls Music Live* event brings a talented and diverse line-up of local, Ontario and Canadian talent to the city with an exciting mix of intimate performances and concerts across Niagara Falls each night, including an indoor concert for New Year's Eve featuring iconic Canadian artists Blue Rodeo and Serena Ryder and the Juno Awards' 2021 Breakthrough Group of the Year, Crown Lands.

QUICK FACTS

- Niagara Falls Music Live – Monday, December 27, 2021 to Saturday, January 1, 2022
- 75+ live music performances to be announced at 20 venues across Niagara Falls
- 11+ events per night, 13 live music events on New Year's Eve
- Blue Rodeo's first new album in five years – *Many A Mile* – is being released on December 3rd and the New Year's Eve concert in Niagara Falls kicks off their 2022 National Tour
- All event details at MusicLive.ca

The Niagara Falls Music Live event schedule showcases an extraordinary array of music genres from jazz to rock hosted in theatres, convention centres, restaurants and bars with both ticketed and non-ticketed events. Music lovers planning their winter getaway can experience multiple live shows during their visit to Niagara Falls this holiday season.

"We are thrilled to introduce another Signature Event to the line-up of unforgettable experiences that make Niagara Falls Canada's entertainment capital and a perfect winter getaway," said Janice Thomson, President and CEO of Niagara Falls Tourism.

Five concerts, including New Year's Eve with Blue Rodeo, will bring live music back to stages across Niagara Falls with Canadian rock-favourites, The Trews, headlining at the Scotiabank Convention Centre on December 28 (tickets for both concerts on sale November 3rd). Live entertainment at the Marriott on the Falls, Old Stone Inn Boutique Hotel, Hilton Fallsview Hotel & Suites and Sheraton Fallsview Hotel will be announced later this week. Niagara Falls Music Live also features exclusive events, including a new Brasa After Dark Cocktail Lounge and live music at one of Canada's top fine dining restaurants, AG Inspired Cuisine.

"Music lovers have waited a long time to get back to live entertainment and to celebrate with friends and family. This new live music event gives visitors another reason to head to Niagara Falls this holiday season to reconnect and make new memories," said Joel Noden, Chair of Niagara Falls Tourism.

“Visitors to the Niagara Falls Music Live event can enjoy a variety of exciting performances and also experience the year-round attractions and culinary scene in the city,” said Anthony Annunziata, President of the Tourism Partnership of Niagara.

Now that restrictions and capacity limits for venues have been eased, live entertainment is coming back to the city in a big way! Following the success of Niagara Falls Tourism’s “[Alessia Cara Live from Niagara Falls](#)” virtual production this past summer, as featured on The Late Show with Stephen Colbert, the destination is thrilled to welcome guests back for in-person live music events showcasing all-Canadian talent.

Niagara Falls Music Live is presented by Niagara Falls Tourism in partnership with the Tourism Partnership of Niagara and funding provided by the Government of Ontario.



Media Resources

- Visit [MusicLive.ca](https://www.musiclive.ca) for more information about artists, tickets, accommodation packages and more.
- Link to photo assets [here](#)

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NIAGARA FALLS TOURISM

Niagara Falls Resources

- Hotel Packages: <https://book.niagarafallstourism.com/>
- Attraction Packages: Niagarafallstourism.com/attraction-packages/
- Niagara Falls Itinerary Ideas: Niagarafallstourism.com/blog/itinerary/
- Getting here: Toronto to Niagara Falls [GO Train Service](#)
- Niagara Falls' commitment to guests and employees: SafetoPlay.ca

Website: www.niagarafallstourism.com

Instagram: [@NiagaraFallsTourismCanada](https://www.instagram.com/NiagaraFallsTourismCanada)

Facebook: [@NiagaraFallsTourismCanada](https://www.facebook.com/NiagaraFallsTourismCanada)

Twitter: [@NFallsTourism](https://twitter.com/NFallsTourism)

[#ExploreNiagara](https://twitter.com/ExploreNiagara)

Health and Safety

All live music events in Niagara Falls follow Public Health guidelines set out by the Government of Ontario. You must be fully vaccinated against COVID-19 to access certain businesses and settings, including all venues for Niagara Falls Music Live events. Proof of vaccination and government issued identification will be checked at venues. To learn more about vaccination requirements, visit <https://covid-19.ontario.ca>. Face coverings are required indoors and at select outdoor attractions. Visitors are asked to follow all Public Health guidelines.

About Niagara Falls Canada

Overlooking the legendary Canadian Horseshoe, American and Bridal Veil waterfalls, Niagara Falls is a four-season destination renowned for its awe-inspiring natural wonders combined with world-class accommodation, thrilling entertainment and a burgeoning culinary scene. Visitors from Ontario, across North America and around the world who come to experience nature and adventure, discover family fun, feel the romance and explore unique and memorable experiences have made it Canada's premier entertainment destination and a world-renowned bucket list destination. Located within a 1-day drive of half the population of North America, more than 152 M people, Niagara Falls is the perfect getaway.

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 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.