

MEDIA RELEASE

NEW YEAR'S EVE IN NIAGARA FALLS

Canada's Entertainment Capital Rings in 2023 with 15+ Live Music Events Across the City

(Niagara Falls, ON) Niagara Falls is the place to be on New Year's Eve for an unforgettable countdown to 2023 with a line-up of 15+ live music events, shows and dining experiences across the city. Music lovers planning a memorable New Year's Eve can experience multiple live shows plus the year-round attractions and award-winning culinary scene during their visit to Niagara Falls, Ontario's most iconic location.

Canada's entertainment capital offers up an extraordinary setting plus a diverse line-up of New Year's Eve celebrations from shows, dinner dance parties, Brazilian Carnival and DJ parties, and lively performances in bars and lounges to intimate award-winning dining with live musicians as well as the memorable ambiance of New Year's Eve dinner at one of the city's restaurants with breathtaking views of the Falls.

"Niagara Falls is Canada's entertainment capital, a Music City and an internationally renowned New Year's Eve destination and we're thrilled to welcome visitors to ring in 2023 and celebrate with the most extensive lineup of memorable options," said Janice Thomson, President and CEO of Niagara Falls Tourism.

NEW YEAR'S EVE 2023

SHOWS

New Year's Eve Gala & Show (Greg Frewin Theatrical Centre)

A festive and exciting Las Vegas style New Year's Eve featuring a spellbinding evening of magic and illusion, dinner and dancing to the beats of <u>Giancarlo and the Scarfones</u> and their classic rock repertoire.

Good Vibrations Dinner Show & New Year's Eve (Americana Waterpark Resort)

Get your "Beach Boys", "California Girls" and "Dancing Queens" together for the ultimate New Year's Eve party! Enjoy an exquisite 4-course plated dinner while enjoying live music from the <u>Ryan Thomas Band</u>.

RESTAURANTS, BARS & LOUNGES WITH LIVE MUSIC FOR NEW YEAR'S EVE DINING

Celebrate New Year's Eve with a memorable meal at one of Niagara Fall's finest restaurants, featuring live music:

- AG Inspired Cuisine <u>The Shalala's</u>
- Brasa Brazilian Steak House Brazilian Carnivale with Dancers beginning at 6PM + DJ Party after 11PM
- Boston Pizza at the Americana Resort Ryan Thomas Band
- Buchanans Steak & Seafood Jazz with Frank Krahn
- Coco's Terrace Steak House <u>Angela Siracusa Trio</u>
- Corso Endless Italian Dominic Mancuso Trio
- Doc Magilligans <u>New Year's Eve Party</u>



- Hard Rock Café <u>The Blackstones</u>
- Marriott on the Falls Mario Arcuri
- Niagara Brewing (3 performers throughout the day and night) <u>Taylor Laslo, Ron Hoover Duo, Jacob Stripe</u>
- Skylon Tower Live Classical Music
- Spyce Lounge James Blonde Band and DNA Project
- Watermark Saxy Grooves Jazz Duo (View of the Falls from 33 storeys above)

MEMORABLE DINING IN RESTAURANTS OVERLOOKING THE FALLS

Ring in a memorable New Year with an exclusive dining experience overlooking incredible views of the Falls at any of these fine restaurants:

- <u>21 Club</u>
- Golden Lotus
- <u>Massimo's</u>
- Milestones on the Falls
- Morton's Grille
- Myst Lounge
- Prime Steakhouse
- <u>Red's</u>
- <u>Skylon Tower Revolving Restaurant</u>
- Table Rock House Restaurant
- <u>The Keg</u>
- <u>Watermark</u>

New Year's Eve Resources:

Find all live music, events, and dining experiences in Niagara Falls on New Year's Eve here

NIAGARA FALLS MUSIC LIVE

Live music events on New Year's Eve are part of *Niagara Falls MUSIC LIVE* from December 26, 2022 to January 1, 2023. Niagara Falls is celebrating live music in a big way with more than 80 performances at 15 venues over 7 nights. From concerts to intimate performances at restaurants and bars, the city will be showcasing talented local, Ontario and Canadian artists in Canada's most iconic location. Niagara Falls MUSIC LIVE is presented by Niagara Falls Tourism with funding provided by the Government of Ontario. The complete schedule of performances and events can be found at musiclive.ca.

40 YEARS OF WINTER FESTIVAL OF LIGHTS

The <u>Niagara Falls Winter Festival of Lights</u>, Canada's largest FREE outdoor light festival is on now until February 20, 2023. Experience 3 million lights and 75+ larger than life displays as Niagara Falls is transformed into a twinkling winter wonderland. Walk or drive the Festival route. 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. Enjoy 40 nights of breathtaking fireworks celebrating 40 years of the Festival. Santa visits Niagara Falls and can be found at the OPG Santa Meet and Greet and Free Family Photos in December sponsored by Ontario Power Generation. Don't miss the new "Sparkling Winter Lights" Falls Illumination program, Niagara helicopters Winter Nights and Lights Experience and the NEW Hot Chocolate Trail with over 20+ flavours at 17+ locations. Learn more <u>here</u>



Media Resources

- Visit musiclive.ca for more information about artists, tickets, and more.
- Link to photo assets <u>here</u> and video assets <u>here</u> and posters <u>here</u>
- Link to broll interview with Janice Thomson, President and CEO, Niagara Falls Tourism here
- Link to other announcements for Niagara Falls Music Live here



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Plan Your Visit

For more information about planning a memorable visit to Niagara Falls, please visit <u>www.niagarafallstourism.com</u> and these helpful resources:

Niagara Falls Resources

- Hotels: <u>book.niagarafallstourism.com/</u>
- Attraction Packages: <u>Niagarafallstourism.com/attraction-packages/</u>
- Niagara Falls Itinerary Ideas: Niagarafallstourism.com/blog/itinerary/
- Getting here: Toronto to Niagara Falls GO Train Service

Website:www.niagarafallstourism.comInstagram:@NiagaraFallsTourismCanadaFacebook:@NiagaraFallsTourismCanadaTwitter:@NFallsTourism#ExploreNiagara

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.