

#WFOL40 UPDATE

The Fun Continues with Niagara Falls Winter Festival of Lights Running through to February 20th

Announcing added new entertainment and highlighting date night themed route

(Niagara Falls, ON) Celebrating 40 years, the [Niagara Falls Winter Festival of Lights](#), Canada's largest FREE outdoor light festival continues with a focus on winter- and love-themed displays all the way through to February 20, 2023, Family Day Weekend. Visitors can look forward to all there is to see and do during the Festival this winter including the Date Night themed Walking Route and added exciting new entertainment at the Hilton Hotel and Suites during Family Day Weekend.

"The frozen twinkle of Niagara Falls is always a breathtaking sight," said Janice Thomson, President and CEO of Niagara Falls Tourism. "With the Festival taking place over 101 nights and so much to explore, the Winter Festival of Lights gives visitors another reason to pack their bags for a getaway to enjoy the magic of the winter season in Niagara Falls."

Quick Facts

- **101 Nights of Twinkling Lights continue through to February 20, 2023 (Family Day Weekend)**, 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.
- Online planning tools are available at [WFOL.com](#) to plan a memorable visit
- [Displays](#) are listed on the website to help visitors plan their experience whether driving through or exploring the various walking routes to capture the best selfies and instagrammable moments up close at their favourite spots such as: 3D animals, JOY and LOVE, Fairy Tale Castle, Light Tunnel, and more
- **CHECK OUT** – [Date Night Themed Route](#) combining popular sites and displays for the perfect backdrops for reconnecting with loved ones all winter long and especially during February, the month of love.
- **40 nights of FREE indoor family friendly live entertainment** each weekend on Friday and Saturday nights, culminating over Family Day Weekend featuring top children's performers from magicians and musicians to jugglers and face painters and includes new programming at the Hilton Hotel and Suites. 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.
- **NEW on Family Day Weekend** don't miss the popular **Splash and Boots** with two shows daily at the **Hilton Hotel and Suites** from Feb 17 to Feb 19 at 6:00 and 8:00 pm each evening
- **40 nights of breathtaking fireworks** celebrating 40 Years of the Festival
- **NEW Falls Illumination** program lights up the Falls each night of the Festival in celebration of four decades of 'Winter Sparkling Lights'
- **New Experiences in 2022** - The first [Niagara Helicopters Winter Nights and Lights Experience](#)

For More Information please visit www.WFOL.com

Media Photos and Video Reel visit <https://media.niagarafallstourism.com>

WFOL Announcement Press Release (**October 17, 2022**) [here](#)

#WFOL40 Announcement Press Release (November 7, 2022) [here](#)

- #WFOL40 Entertainment Announcement (November 8, 2022) [here](#)
- #WFOL40 Falls Illumination Announcement (November 9, 2022) [here](#)
- #WFOL40 Hot Chocolate Trail Announcement (November 10, 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.

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



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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 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.