

# MEDIA RELEASE

## 39<sup>th</sup> OPG Winter Festival of Lights Celebrates Record Season and Looks Forward to Milestone Year in 2022

### Canada's largest free outdoor light festival applauds the contribution of volunteers!

After a successful season of the 39<sup>th</sup> annual [Ontario Power Generation \(OPG\) Winter Festival of Lights](#), Niagara Falls has lots to celebrate:

- The 2021/22 season marks the first year for the new extended festival at 101 nights, giving visitors more opportunity to explore the winter beauty of Niagara Falls. The season ran from November 13, 2021 to February 21, 2022.
- Free live indoor family entertainment was offered on weekends and during the holiday season for the first time, in partnership with the Hilton Fallsview, Crowne Plaza and Best Western Cairn Croft hotels. An exciting lineup of entertainment for the final Festival dates on Family Day weekend included 6 high-energy performances by Treehouse TV stars Splash'N Boots, and even more fun by Dan the Music Man, Circus Jonathan and the Bubbleology Show.

"This year's Festival was a huge success and paves the way to an even bigger and better milestone year in 2022 as we celebrate the 40<sup>th</sup> anniversary of Canada's most famous outdoor light festival," said Janice Thomson, President and CEO of Niagara Falls Tourism. "We look forward to announcing many exciting new initiatives underway for the 40<sup>th</sup> Niagara Falls Winter Festival of Lights."

### Three Cheers for the Volunteers!

Niagara Falls Tourism applauds the important contribution that this year's team of volunteers made to the Festival, which included the new extended duration and live entertainment elements.

"We would like to especially thank the dedicated team of outstanding volunteers for their contribution to the Festival," said Janice Thomson. "The volunteers demonstrated an enthusiastic commitment to the Festival, going above and beyond, reminding us all how fun and rewarding putting on an event for the community can be."

Local Niagara high school students played an important role in the success of this year's Festival. Niagara Falls Tourism worked with local Niagara high schools to offer flexible levels of commitment through the season and an opportunity to earn volunteer hours toward student graduation requirements. A team of 65 enthusiastic students volunteered a total of 1130 hours from November to February.

The volunteers had fun embracing a variety of roles in a dynamic and entertaining environment, including roles as Misty Kids mascots, story time readers and greeters. Volunteer assignments provided students with an opportunity to gain hands-on experience with event management and valuable people skills. Everyone took on a cheery and helpful approach to volunteering for this community event and were an inspiration to both visitors and fellow volunteers.



- For more information on the OPG Winter Festival of Lights, please visit [www.WFOL.com](http://www.WFOL.com).

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## **MEDIA CONTACT**

Irene Knight, Public Relations Manager  
[iknight@niagarafallstourism.com](mailto:iknight@niagarafallstourism.com)  
C: 905-651-5790

## **ABOUT THE OPG WINTER FESTIVAL OF LIGHTS**

With over 3 million lights and 75+ spectacular displays providing colourful visuals, Niagara Falls is transformed into a twinkling winter wonderland along the Niagara Parkway, Dufferin Islands and across the tourism districts. Visitors to this popular annual festival can bundle up and walk or drive through the Festival route to explore the outdoor, socially distanced, self-guided experience.

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

## **ABOUT ONTARIO POWER GENERATION**

OPG is a climate change leader and the largest clean electricity generator in the province, providing more than half of the power Ontarians rely on every day. It is also one of the most diverse generators in North America, with expertise in nuclear, hydroelectric, biomass, solar and natural gas technologies.

## **ABOUT NIAGARA FALLS TOURISM**

Niagara Falls Tourism is the Official Destination Marketing Organization (DMO) for the City of Niagara Falls, Ontario, Canada. Representing almost 400 member establishments within the city limits of Niagara Falls and including members throughout the Niagara Region.

## **ABOUT NIAGARA PARKS**

Since its establishment in 1885, Niagara Parks has remained a self-financed agency of the Ontario



# NIAGARA FALLS TOURISM

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 marketing 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.

## **RESOURCES**

- Niagara Falls' commitment to guests and employees: [www.SafetoPlay.ca](http://www.SafetoPlay.ca)
- Niagara Falls Illumination: [www.niagarafallstourism.com/Illumination/](http://www.niagarafallstourism.com/Illumination/)
- 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 24/7 Live Cam from Fallsview Casino: [Niagara Falls Live Stream](http://Niagara Falls Live Stream)

## **LET'S STAY CONNECTED**

Website: [www.niagarafallstourism.com](http://www.niagarafallstourism.com)

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