

# MEDIA RELEASE

## ANNOUNCING: NIAGARA FALLS MUSIC LIVE + NYE 2023

**7 Exciting Nights | 15+ Venues | 80+ Performances**

(Niagara Falls, ON) Niagara Falls Canada is celebrating music in a big way with the return of the holiday edition of *Niagara Falls MUSIC LIVE + New Year's Eve 2023* to be held from **December 26, 2022 to January 1, 2023** providing visitors with week-long live entertainment options across Niagara Falls. Music lovers can start planning their music fueled getaway with friends and family to take in multiple live shows plus the year-round attractions and award-winning culinary scene during their visit to Niagara Falls.

*Niagara Falls MUSIC LIVE* brings a talented and diverse line-up of local, Ontario and Canadian talent to Ontario's most iconic location. Niagara Falls will offer an exciting mix of live concerts, shows and intimate performances each night including live entertainment options and an indoor dinner dance party for New Year's Eve.

Live entertainment will include shows at the Hilton Fallsview Hotel & Suites, Old Stone Inn Boutique Hotel, Americana Waterpark Resort & Spa and Greg Frewin Theatrical Centre as well as live music at restaurants, bars and lounges across the city. *Niagara Falls MUSIC LIVE* also features exclusive events, including the Brasa After Dark Cocktail Lounge and live music at one of Canada's top fine dining restaurants, AG Inspired Cuisine. A complete schedule of performances and events can be found at [musiclive.ca](http://musiclive.ca)

*Niagara Falls MUSIC LIVE* is presented by Niagara Falls Tourism with funding provided by the Government of Ontario.

### QUICK FACTS

- Niagara Falls Music Live – Monday, December 26, 2022 to Sunday, January 1, 2023
- 80+ live music performances at 15 venues across Niagara Falls, 10+ events per night
- 15+ live music events on **New Year's Eve**
- All event details at [MusicLive.ca](http://MusicLive.ca)

### QUOTES

"We are thrilled to present the holiday edition of this popular live music 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. "Visitors to *Niagara Falls MUSIC LIVE* can enjoy a variety of exciting performances and also experience the year-round attractions and culinary scene in the city."

"Music lovers can look forward to live entertainment and celebrating with friends and family this holiday season during *Niagara Falls MUSIC LIVE*. This signature event is another reason to head to Niagara Falls this holiday season to make new memories," said Joel Noden, Chair of Niagara Falls Tourism.

### NEW YEAR'S EVE 2023

Canada's Entertainment Capital rings in 2023 with a lineup of 15+ live music events across Niagara Falls. Niagara Falls offers up a spectacular 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.

**More about NYE** [here](#)

#### 40 YEARS OF WINTER FESTIVAL OF LIGHTS

The [Niagara Falls Winter Festival of Lights](#), 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 [here](#)



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#### Media Resources

- Visit [musiclive.ca](#) for more information about artists, tickets, accommodation packages and more.
- Link to photo assets [here](#) and video assets [here](#) and posters [here](#)
- Link to previous announcements for Niagara Falls Music Live + NYE [here](#)

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#### 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:

#### Niagara Falls Resources

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



# NIAGARA FALLS TOURISM

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

Instagram: @NiagaraFallsTourismCanada

Facebook: @NiagaraFallsTourismCanada

Twitter: @NFallsTourism

#ExploreNiagara #NiagaraFalls

## **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 leisure bucket-list destination and Canada's entertainment capital.