

# MEDIA RELEASE

## The winter tradition continues with brand new displays for 2020

### 38<sup>th</sup> Annual Ontario Power Generation Winter Festival of Lights kicks off November 14<sup>th</sup>

This favourite winter tradition continues! Canada's largest free outdoor light festival transforms Niagara Falls into a winter wonderland with 3 million lights and dazzling displays that decorate the Niagara Parkway, Dufferin Islands and streets across the city. The Festival runs nightly until January 10, 2021 from 5pm to midnight.

The young and young at heart will be mesmerized by larger than life displays. This year's Festival features more than 15 new displays, including a 20ft tall moose family, 18ft tall polar bear and cub, Rudolph the Red-Nosed Reindeer, giant gingerbread house, castle and unicorn.

With no cost of admission, and displays located outdoors in open spaces, what better way to light up the end of the year than by enjoying an experience with options for physical distancing, surrounding yourself and your loved ones with inspiring, bright displays of happiness, joy and cheer.

"Niagara Falls has earned an outstanding reputation as a reliable destination to create long-lasting memories and the Winter Festival of Lights is one of the Signature Events the city is known for. The accommodation properties, attractions and restaurants look forward to welcoming new and returning visitors to the Festival, all within the prescribed Public Health protocols," said Janice Thomson, President & CEO of Niagara Falls Tourism.

Bundle up for a walk to see the lights up close, drive along the Festival route in your vehicle with family, or take in the spectacular lights from the warmth and comfort of hotel and restaurant windows.

The Winter Festival of Lights began in 1982 and is now produced by Niagara Falls Tourism in partnership with the Niagara Parks Commission and Business Improvement Areas within the tourism districts of Niagara Falls.

"As a founding partner in the Winter Festival of Lights, I am excited to once again welcome families for a special holiday tradition in Niagara Falls and in Niagara Parks. I am so pleased that there are many safe ways to explore the festival this year and we look forward to creating special memories for everyone this season," said Sandie Bellows, Chair of Niagara Parks Commission.

Come for the lights and to reconnect with family and friends, stay for the colourful illumination of the city's famous waterfalls – a magical viewing occasion for all, every night of the year. Enjoy the fresh air and add some sparkle to your holiday plans. Overnight getaways provide the perfect staycation to explore Niagara Falls by day and night! Safe to Play. Stay to Stay.

For more information on the OPG Winter Festival of Lights, please visit [www.WFOL.com](http://www.WFOL.com). To learn more about health and safety guidelines within Niagara Falls, visit [www.safetoplay.ca](http://www.safetoplay.ca).



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

-30-

### About Niagara Falls Tourism

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

For more information about visiting Niagara Falls, please visit [NiagaraFallsTourism.com](http://NiagaraFallsTourism.com)

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

YouTube: [@NiagaraFallsTourism](https://www.youtube.com/@NiagaraFallsTourism)

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**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.