

FOR IMMEDIATE RELEASE
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MEDIA RELEASE

Niagara Falls WINTER FESTIVAL OF LIGHTS Celebrates 40 Years of Winter Fun

Canada's Largest and Longest Running Free Outdoor Light Festival presented by Niagara Falls Tourism returns November 12, 2022 – February 20, 2023

(Niagara Falls, ON) Celebrating 40 years, the Niagara Falls [Winter Festival of Lights \(WFOL\)](#) will once again illuminate the city of Niagara Falls Canada for 101 Nights of Twinkling Lights from November 12, 2022 until February 20, 2023.

With over 3 million lights and 75+ spectacular displays providing colourful visuals, Niagara Falls will be transformed into a twinkling winter wonderland along the Niagara Parkway, Dufferin Islands and across the tourist districts. Visitors to this popular annual event can bundle up and walk or drive through the Festival route to explore the outdoor, self-guided experience and warm up indoors with 40 nights of free family entertainment options.

The Winter Tradition Continues for 40 Years!

The Festival firmly established Niagara Falls as an unforgettable winter getaway destination with plenty to see and do for visitors who return to enjoy multiple visits throughout the year. Festival organizers are promising an extra special milestone year with even more to experience along the Festival routes. Here are just some of the ways the Niagara Falls Winter Festival of Lights is marking this special year:

- New displays and themed illumination areas, including the Royal Promenade, Frosted Falls, Enchanted Forest, and Great Canadian North
- Special illumination of the Falls every night
- 40 nights of indoor family entertainment on weekends and throughout the December holiday period
- Free photos with Santa in December, sponsored by Ontario Power Generation (dates to be announced in October)

CONTEST

Share Your Festival Memories for a Chance to Win a Winter Getaway in Niagara Falls!

Niagara Falls Tourism wants to share in all your Winter Festival of Lights memories, and you could win an overnight getaway to experience this year's Festival! Share your Winter Festival of Lights photos from the past 40 years on Instagram by tagging [@winterfestivaloflights](#) with [#wfol40](#) for your chance to win. Contest details at [wfol.com](#).

Quotes

“Niagara Falls has earned an outstanding reputation as a destination to create long-lasting memories and the Winter Festival of Lights is a cherished event that visitors make an annual winter tradition,” said Janice Thomson, President & CEO of Niagara Falls Tourism.

“This milestone is a destination-wide celebration as Niagara Falls illuminates for the winter season to bring even more fun for visitors. From larger-than-life light displays and exciting entertainment to year-round attractions and restaurants, visitors can look forward to incredible memory-making experiences,” said Joel Noden, Chair of Niagara Falls Tourism.

“The Winter Festival of Lights firmly established Niagara Falls as an unforgettable winter getaway destination and celebrating this 40th anniversary is a testament to its success,” added Anthony Annunziata, President of the Tourism Partnership of Niagara.

“As a founding partner of the Winter Festival of Lights, we are proud to once again welcome families to Niagara Falls – a destination synonymous with lights, from the Festival to the Illumination of the Falls,” said David Adames, CEO of Niagara Parks Commission.

History of WFOL

For the past four decades, the WFOL has played an integral role in building Niagara Falls’ reputation as a popular winter getaway. It was originally conceived to attract winter visitors to enjoy the icy beauty of the Falls and explore engaging outdoor displays. From those humble beginnings in 1982, the Festival has grown to feature over three million lights along an 8 km illumination route that travels through the Niagara Parkway into Dufferin Islands and through the surrounding tourist districts. The award-winning Festival attracts more than one million visitors annually and has an economic impact of \$56.4 million. Read more about the history [here](#)

The Niagara Falls Winter Festival of Lights is presented by Niagara Falls Tourism with funding support provided by the Tourism Partnership of Niagara, Niagara Falls Bridge Commission, Ontario Power Generation and Cogeco. Host locations for the illumination displays include Niagara Parks, Lundy’s Lane BIA, Fallsview BIA, Victoria Centre BIA, and Downtown Niagara Falls BIA.



- For more information on the Niagara Falls Winter Festival of Lights, please visit www.WFOL.com.
- For Photos and Video Reel visit <https://media.niagarafallstourism.com>

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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.

PLAN YOUR VISIT

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

RESOURCES

- Niagara Falls Illumination: www.niagarafallstourism.com/Illumination/
- Niagara Falls Itinerary Ideas: www.niagarafallstourism.com/blog/itinerary/
- Attraction Packages: www.niagarafallstourism.com/attraction-packages/
- Niagara Falls 24/7 Live Cam from Fallsview Casino: Niagara Falls Live Stream

LET'S STAY CONNECTED

Website: www.niagarafallstourism.com
www.wfol.com

Instagram: @winterfestivaloflights

Facebook: @winterfestivaloflights

MEDIA CONTACT

Irene Knight, Public Relations Manager

iknight@niagarafallstourism.com

C: 905-651-5790