

FOR IMMEDIATE RELEASE
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MEDIA RELEASE

Niagara Falls WINTER FESTIVAL OF LIGHTS Shines Again This Winter!

Canada's Largest and Longest Running Free Outdoor Light Festival presented by Niagara Falls Tourism returns November 16, 2024 – January 5, 2025

(Niagara Falls, ON) The Niagara Falls [Winter Festival of Lights \(WFOL\)](#) will once again illuminate the city of Niagara Falls Canada for 51 Nights of Twinkling Lights from November 16, 2024 until January 5, 2025.

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. Then warm up indoors with the Hot Chocolate Trail at over 25 participating hosts throughout the festival.

The Winter Tradition Continues for 42 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 year with even more to experience along the festival routes. Here are just some of the ways the Niagara Falls Winter Festival of Lights:

- ***New*** interactive displays and themed illumination areas. We are anticipating a collection of installations that will delight the young and young at heart. A perfect reason to get out of the car, embrace the season and explore the Winter Festival of Lights.
- The Hot Chocolate Trail continues to grow with new stops
- Special Falls illumination called "Sparkling Winter Lights" taking place nightly at 6pm, 7pm & 8pm.
- 21 nights of Spectacular Fireworks running on the weekends and nightly from December 27th to January 5th



History of WFOL

For the past four decades, the WFOL has been integral 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. Read more about the history [here](#).

Niagara Falls Tourism presents the Niagara Falls Winter Festival of Lights with major sponsorship from the Niagara Falls Canada Hotel Association, and Host Sponsorship of the Event from The Niagara Parks Commission. Additional funding support by the Province of Ontario, Ontario Lottery & Gaming Corporation (OLG), Niagara Falls Bridge Commission, Ontario Power Generation, Cogeco, and University of Niagara Falls Canada. Host locations for the illumination displays include Niagara Parks, Lundy's Lane BIA, Fallsview BIA, and Victoria Centre 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

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We are booking live broadcast opportunities and interviews. Please reach out to Adam to schedule your media appearance.