

**FOR IMMEDIATE RELEASE**  
**October 10, 2023**

# MEDIA RELEASE

**Niagara Falls WINTER FESTIVAL OF LIGHTS Celebrates Winter Fun**  
**Canada's Largest and Longest Running Free Outdoor Light Festival presented by Niagara Falls Tourism**  
**returns November 18, 2023 – January 7, 2024**

(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 18, 2023 until January 7, 2024.

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 17 participating hosts throughout the festival.

## **The Winter Tradition Continues for 41 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.
- Special Falls illumination called "Sparkling Winter Lights" taking place nightly at 6pm, 7pm & 8pm.
- 26 nights of Spectacular Fireworks running on the weekends and throughout the December holidays.



## Quotes

“The Winter Festival of Lights holds a special place in the hearts of those that visit year after year. Niagara Falls is delighted to welcome everyone back and cherish the opportunity to help all visitors make more lasting memories, as they explore the festival displays and activities,” said **Janice Thomson, President & CEO of Niagara Falls Tourism.**

“From modest beginnings to a destination-wide celebration, 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.**

“Winter is one of the most spectacular times of the year to experience Niagara Falls and the Winter Festival of Lights gives yet another reason to visit in the coming months. Niagara Parks is proud to be a founding partner of this beloved annual tradition that has been a staple of the destination for over 40 years. We look forward to visitors exploring the many new and returning illumination installations that will bring Niagara Parks to life during this year’s Winter Festival of Lights” said **David Adames, CEO of Niagara Parks Commission.**

## 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](#).

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](http://www.WFOL.com).
- For Photos and Video Reel visit <https://media.niagarafallstourism.com>

### **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](http://www.niagarafallstourism.com) and these helpful resources:

### **RESOURCES**

- 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](#)

### **LET'S STAY CONNECTED**

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

Instagram: @winterfestivaloflights

Facebook: @winterfestivaloflights

### **MEDIA CONTACT**

Adam Stiles, Public Relations Manager

[astiles@niagarafallstourism.com](mailto:astiles@niagarafallstourism.com)

O: 905-356-6061 x 5240

C: 905-651-5790

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