

RIVERFRONT MARKETING GROUP

Go 4th on the River 2023

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Celebrate America's birthday along the historic New Orleans Riverfront with the **FREE Go 4th on the River Fireworks Show at 9:00 p.m. on July 4th!** Produced by the **Riverfront Marketing Group (RMG)** in partnership with the **Mayor's Office of Cultural Economy** and **New Orleans Tourism and Cultural Fund**, this spectacular fireworks display can be seen from **the East and West Banks** of the River from **Hilton New Orleans Riverside** to **Crescent Park in the French Market District**. And there's more! **CNN will be showcasing the NOLA fireworks around the world as part of its "Fourth in America" special!**

Thanks to **New Orleans & Company** and **The Berger and Tiller Families**, along with **J&M Displays, WWL 870AM/105.3FM, WWL.com, Magic 101.9**, and twenty-four Community Partners, this cherished tradition will light the skies over the Mississippi River. Choreographed to patriotic music, the display will feature hundreds of rapid-fire shells sweeping the sky at heights of 200 feet above the Mississippi River. The fireworks will be **streamed live on WWL.com and WWL Radio Facebook**. A link to the fireworks music can be found on **Go4thontheRiver.com**.

Come down early and experience the reimagined and state-of-the-art **Audubon Aquarium** and **Audubon Insectarium**. Cruise the Mississippi on the **City of New Orleans**, or ride the river on the Paddlewheeler **Creole Queen**. Stroll **Crescent Park**, a 1.4-mile linear park that connects the community and visitors to the Riverfront in the French Market District. Take in the view atop **Vue Orleans**. Enjoy the pleasures of downtown New Orleans hotels, museums, restaurants, bars, and other attractions!

The **Port of New Orleans** will bring out the **General Roy S. Kelley** fireboat again this year with its famed water show with plumes of red, white, and blue fountains beginning at **7:00 p.m.** and leading up to the **9:00 p.m.** fireworks show. Built in 1994, the **General Kelley** was used by the **Port of New Orleans** to fight fires, give tours, and conduct search-and-rescue missions on the Mississippi River. The **General Kelley** is 95 feet long and 16 feet wide with a 7-foot draft. It seats 24 and typically has a crew of three.

"**Go 4th on the River** is a nonprofit community project. Each year the **Riverfront Marketing Group** must start over to raise funds needed to produce this Independence Day celebration," says Adrienne Thomas, the RMG treasurer. "If fireworks are a backdrop for the Fourth of July festivities for your businesses, organizations, and family events, please consider contributing to our community effort to continue to produce this beloved New Orleans tradition."

— MORE —

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Ample parking is available at numerous parking lots along the Riverfront. See the **Parking Map** on the website.

For more information and special offers from our sponsors, log on to Go4thontheRiver.com. To become a sponsor, call (985) 630-4604.

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A Community Project
produced by the
Riverfront Marketing Group
in partnership with the
Mayor's Office of Cultural Economy
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