

# MEDIA ADVISORY

Date: June 7, 2026

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## *Go 4th on the River 2026*

### Fireworks Show along the Historic Riverfront in Downtown New Orleans

#### WHO?

*Produced by the*

★ Riverfront Marketing Group ★

*in partnership with*

★ New Orleans Tourism & Cultural Foundation ★

*Presented by*

★ New Orleans & Company ★

★ The Berger Company ★

★ Pyromania Fireworks ★

Magic 101.9 ★ WWL 870AM/105.3FM ★ WWL.com

★ Our “real-life” Uncle Sam Zito ★

+

20 Community Partners!



**WHAT?** *Go 4th on the River 2026*

**FREE** *Dazzling Fireworks Show over the Mighty Mississippi*

Look for a special effect that highlights the 250th birthday of our country: a rapid-launch barrage of red, white, and blue comet tails reaching heights of 150 feet above the river, starting from a 45-degree angle pointing downriver and moving quickly in 5-degree increments to the identical angle pointing upriver towards the Crescent City Connection Bridge.

**WHEN?** **Saturday, July 4, 2026**

**9:00 p.m. ~ Free Fireworks Display**

**WHERE?** Along the historic New Orleans Riverfront on the **East and West Banks** of the river from **Hilton New Orleans Riverside** to the **Goldring Woldenberg Riverfront Park**

**WHY?** To celebrate Independence Day and **America’s 250th birthday!**

**Lagniappe!** ★ Catch the dockside Patriotic Calliope Concerts and cruise the Mississippi on the **Steamboat NATCHEZ**, or ride the river on the **Paddlewheeler Creole Queen!**

★ Celebrate the Fourth on the Mississippi with unbeatable views of the fireworks at the Hilton New Orleans Riverside’s Riverfront Pool Party!

★ See the **General Roy S. Kelley fireboat** make a return appearance along the river with its famed red, white, and blue water show from **6:30 to 7:00 p.m.!**

**HOW?** Go to **WWL.com** for the link to the passionately patriotic music used to choreograph the fireworks show! For parking information, special offers from our sponsors, music, and more, go to **Go4thontheRiver.com**.

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