

RIVERFRONT MARKETING GROUP

Go 4th on the River 2026

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PRESS RELEASE

On **July 4th at 9:00 p.m.** gather along the banks of the Historic New Orleans Riverfront to witness *Go 4th on the River*, the beloved traditional fireworks display and the centerpiece of our city's America 250th birthday celebration. Produced by the **Riverfront Marketing Group** (RMG) in partnership with the **New Orleans Tourism and Cultural Foundation** and more than 20 dedicated community sponsors, the FREE fireworks display can be seen from the **East and West Banks** of the Mighty Mississippi River from the **Hilton New Orleans Riverside** to the **Goldring Woldenberg Riverfront Park**. And CNN will be with us again to celebrate Independence Day and our nation's 250th birthday.

Presented by **New Orleans & Company**, **The Berger Company, LLC**, and "**The real-life Uncle Sam**" **Zito**, along with **Pyromania Fireworks**, **WWL 870AM/105.3FM**, **WWL.com**, **Magic 101.9**, and more than twenty Community Partners, this cherished family tradition will paint the skies red, white, and blue!

One special effect to highlight the 250th birthday of our country is 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. This sequence repeats six times from left to right as the sky is painted with patriotic colors. An added breath-taking element of this special effect is the gorgeous reflection of those colors on the surface of the Mighty Mississippi River. A link to the passionately patriotic fireworks music used to choreograph the fireworks show can be found on **WWL.com**.

Ride the river on the **Paddlewheeler Creole Queen**. Cruise the Mississippi on the **Steamboat NATCHEZ**. Be sure to catch a captivating Patriotic Calliope Concert at **10:45 a.m.**, **1:45 p.m.**, and **5:30 p.m.** at **Steamboat NATCHEZ** dock at the Toulouse Street Wharf. Celebrate the 4th of July on the Mississippi River with unbeatable views of the fireworks at the **Hilton New Orleans Riverside's Riverfront Pool Party** set against the city's unique skyline. Explore the French Quarter and Downton New Orleans museums, restaurants, bars, shops, and local entertainment venues and more!

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 from **6:30 to 7:00 p.m.** 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.

Ample parking is available with our sponsors and at numerous parking lots along the Riverfront. See the **Parking Map** at **Go4thontheRiver.com**.

— MORE —

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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 tradition. Become a **TRUE BLUE** sponsor. Call (985) 630-4604.

For special offers from our sponsors, parking information, a link to the patriotic music used to choreograph the show, and more, log on to Go4thontheRiver.com.

*Happy 250th Birthday,
America!*

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