

MEDIA ADVISORY

Date: June 20, 2024

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Go 4th on the River 2024

Fireworks Show along the Historic Riverfront in Downtown New Orleans

WHO?

Produced by the

★ **Riverfront Marketing Group** ★

in partnership with the

★ **Mayor's Office of Cultural Economy & NOTCF** ★

Presented by

★ **New Orleans & Company** ★

★ **The Berger & Tiller Families** ★

★ **J & M Displays** ★

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

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more than 20 Community Partners!

WHAT? *Go 4th on the River 2024*

Fireworks Show over the Mighty Mississippi

WHEN? **Thursday, July 4, 2024**

9:00 p.m. ~ Free Fireworks Display

WHERE? Along the historic New Orleans Riverfront on the **East and West Banks** of the river from **Riverwalk Outlets** and **Hilton New Orleans Riverside** to the **Moonwalk** and **Crescent Park** in the **French Market District**

WHY? To celebrate Independence Day as only **New Orleans** can!!

Lagniappe! ★ Come down early to the FREE **Music and Culture Festival** at Spanish Plaza at **Riverwalk Outlets** from 2:00 to 9:00 p.m. that will feature James Andrews and the Crescent City All Stars and more!
★ Experience the **French Market District** with FREE live entertainment at the Moonwalk, including the National World War II Museum's Victory Belles, and food trucks at both Crescent Park and the Moonwalk.
★ 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.!
★ Cruise the Mississippi on the **Steamboat NATCHEZ**, or ride the river on the **Paddlewheeler Creole Queen**. Enjoy the pleasures of downtown New Orleans shops, hotels, museums, restaurants, bars, and other attractions!

HOW? Fireworks show will be streamed live on **WWL.com** and **WWL Radio Facebook**. Go to **WWL.com** for the link to the passionately patriotic music used to choreograph the fireworks show! Also get special offers from our sponsors, parking information, and more on **Go4thontheRiver.com**.