

RIVERFRONT MARKETING GROUP

go 4th on the river 2024

For Immediate Release

Date: June 21, 2024

Contact: Debra L. Bresler

(985) 630-4604

30-Second PSA

Celebrate Independence Day as only New Orleans can at **Go 4th on the River**, the **FREE** spectacular Fireworks Show over the Mighty Mississippi at 9 p.m. on July 4th! Come down early to shop, dine, cruise, play, and dance to live New Orleans music! See the *General Kelley* fireboat with its plumes of red, white, and blue. Go to **Go4thontheRiver.com** for event schedules, special offers from our sponsors, parking information, a link to the patriotic music used to choreograph the show, and so much more!

#

Go 4th On The River

Presented With:

FRENCH MARKET[®]
DISTRICT



Moonwalk Event Lineup

5:30pm-6:30pm: DJ Cueball

6:30pm-7:00pm: General Kelley Fireboat

7:00pm-7:30pm: Amelia Earhaws

7:30pm-8:30pm: Victory Belles

8:30pm-9:00pm: DJ Cueball

9:00pm-9:30pm: Fireworks

Moonwalk Food Trucks

Southerns

Meyer's Lemonade

Central City BBQ: Tap Truck

Crescent Park

- 9:00pm-9:30pm: Fireworks

[5:30pm-9:30pm: Food Trucks]

Crescent Park Food Trucks

Lil Dustin's Italian Ice

Meyer's Lemonade

Sneaux-La Sno-balls

Mo Fries

JB's SOTTEE Treats

Thank you and ENJOY!

RIVERFRONT MARKETING GROUP

Go 4th on the River 2024

FOR IMMEDIATE RELEASE
DATE: June 20, 2024

CONTACT: Debra L. Bresler, Coordinator
(985) 630-4604

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**, the fireworks are a backdrop for the Fourth of July festivities. This spectacular fireworks display can be seen from the **East and West Banks** of the Mississippi River from **Riverwalk Outlets** and **Hilton New Orleans Riverside** to the **Moonwalk** and **Crescent Park in the French Market District**. And there's more! **CNN** will be showcasing the Fourth of July New Orleans fireworks around the world as part of its "Fourth in America" special again this year!

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 more than twenty 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 Mighty Mississippi. The fireworks will be **streamed live on WWL.com and WWL Radio Facebook**. A link to the fireworks music can also be found on **WWL.com**.

Come down early to **Spanish Plaza at Riverwalk Outlets** for the **FREE Music and Cultural Festival from 2:00 to 9:00 p.m.** benefiting the New Orleans Musicians Burial Fund that will feature James Andrews and the Crescent City All Stars and other exciting guest performers. From **5:30 to 9:00 p.m.** experience the **French Market District**, with **FREE** live entertainment at the **Moonwalk**, including the passionately patriotic performance by the National World War II Museum's Victory Belles, and food trucks at both **Crescent Park** and the **Moonwalk**.

Cruise the Mississippi on the *Steamboat Natchez*. Ride the river on the **Paddlewheeler Creole Queen**. Enjoy the pleasures of downtown New Orleans shops, 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 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. 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.

— MORE —

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

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. To become a sponsor, call (985) 630-4604.

For live entertainment schedules, special offers from our sponsors, and more, log on to Go4thontheRiver.com.

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go 4th on the river 2024

A Community Project
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
WWL 870 AM/105.3 FM ~ WWL.com ~ Magic 101.9 FM

And our TRUE BLUE sponsors

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Downtown Development District
French Market District/Crescent Park
New Orleans Paddlewheels—*Creole Queen*
New Orleans School of Cooking
Port of New Orleans

Riverview Room
Riverwalk Outlets
Steamboat Natchez/Gray Line Tours
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Our media sponsors

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The City of New Orleans/Office of the Mayor
New Orleans Police Department
New Orleans Fire Department
New Orleans Office of Homeland Security and Emergency Preparedness

New Orleans Emergency Medical Services
Port of New Orleans Harbor Police & Security
Louisiana State Police

MEDIA ADVISORY

Date: June 20, 2024

Contact: Debra L. Bresler
(985) 630-4604

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**

+

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 many more exciting performers!
★ 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 **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**. Ride the river on the **Paddlewheeler Creole Queen**. Enjoy the pleasures of downtown New Orleans shops, hotels, museums, restaurants, bars, and other attractions that make New Orleans so unique!

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! Find live entertainment schedules, special offers from our sponsors, parking, and more on **Go4thontheRiver.com**.

RIVERWALK OUTLETS

Celebrating ***Go 4th on the River 2024***, Riverwalk Outlets will host a free **Music and Culture Festival** on **Thursday, July 4**, from **2:00 p.m. to 9:00 p.m.** at **Riverwalk Outlets Spanish Plaza**. This free concert event is in partnership with The James Andrews Foundation benefiting the New Orleans Musicians Burial Fund. Expect to see a full line-up of local artists, food and beverage vendors, and more! Bring your lawn chairs and umbrellas and enjoy the concert and then the beautiful fireworks at 9:00 p.m.!

See performances by

★ John Boutte ★

★ The Treme Sidewalk Steppers & Andrews Family ★

★ New Orleans Mystic s ★

★ Grasshopper Social Club ★

★ Terrance Simien ★

★ DJ Captain Charles ★

★ James Andrews & the Crescent City All Stars ★

★ featuring Mr. Secondline! ★

★ and more! ★

The Music and Culture Festival at **Riverwalk Outlets Spanish Plaza** is sponsored by Rockstep Capital, New Orleans and Company, Bud Light, The Downtown Development District, Fast Signs of St. Charles, Coca-Cola, The Port of New Orleans, WWL-TV and The Mayor's Office of Cultural Economy.

*In Loving Memory
of
Helen Wiggín Centanni
1954-2024*

*Our very own spirit in the sky
who sparked the world
to celebrate the 4th of July
in her beloved New Orleans*



*Look for a cascade of falling hearts
following the fireworks finale.*

