



FOR IMMEDIATE RELEASE

Media Contacts:

Christine Dunn, Vic Gutman & Associates: (402) 345-5401 marketing@vgagroup.com

Onsite Event Contact: 402-301-8736

**DOWNTOWN OMAHA TO WELCOME 2017
WITH 'ROCKIN' NEW YEAR'-THEMED FIREWORKS SPECTACULAR**

(OMAHA, Neb.) Nov. 10, 2016 - The Holiday Lights Festival's New Year's Eve Fireworks Spectacular will fill the sky with colorful bursts of light on New Year's Eve, Saturday, Dec. 31, starting at the family-friendly hour of 7 p.m. The fireworks display, visible for miles, will be centered at the Gene Leahy Mall at 14th and Farnam Streets. One of the largest New Year's Eve fireworks displays in the region and the closing event of the Holiday Lights Festival, the show is expected to draw more than 30,000 people to downtown Omaha.

Elderly persons and citizens with disabilities are welcome to view the fireworks from the fourth floor of the W. Dale Clark (Main) Library at 215 S. 15th St. (15th and Farnam Streets).

The fireworks display, created by J&M Displays, Inc., is choreographed so that each shell explodes on cue to a unique medley of "Rockin' New Year"-themed hits. Spectators are encouraged to tune in to STAR 104.5 to enjoy the accompanying music while watching the dazzling show.

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation, and presented by Blue Cross and Blue Shield of Nebraska, KMTV 3 and STAR 104.5.

For more information, visit www.holidaylightsfestival.org.