



Media Contact:

Kylie Vonnahme, Vic Gutman & Associates: (402) 345-5401 ext. 117, kvonnahme@vgagroup.com
Onsite Event Contact: (402) 841-2560

**DOWNTOWN FIREWORKS SPECTACULAR
RINGS IN THE NEW YEAR IN NEW LOCATION**
Display Choreographed to “One-hit Wonders”

(OMAHA, Neb.) Nov. 14, 2019 - The Holiday Lights Festival’s New Year’s Eve Fireworks Spectacular, sponsored by Wells Fargo, will fill the winter sky with colorful bursts of light on New Year’s Eve, Tuesday, Dec. 31, starting at the family-friendly hour of 7 p.m. The fireworks will be shot off in a new location near CHI Health Center and TD Ameritrade Park. Free parking to view the up-close show will be in lots A, B, and C of the CHI Health Center. Additional parking options can be found at holidaylightsfestival.org.

The New Year’s Eve fireworks display is one of the largest in the region and is the last signature event of the Holiday Lights Festival. The display, which can be seen for miles is created by J&M Displays and is choreographed so that each shell explodes on cue to a unique themed medley of “One-hit Wonders.” Spectators are encouraged to tune in to STAR 104.5 in the warmth of their vehicles to enjoy the accompanying music while watching the dazzling show. Visitors are encouraged to arrive early to be sure to get a free parking space. CHI Health Center parking lots A, B and C will be open to the public at 6 p.m.

The Holiday Lights Festival is produced by Mayor Jean Stothert and the Downtown Omaha Inc. Foundation, with media sponsors KETV Channel 7 and STAR 104.5.

For more information, visit holidaylightsfestival.org.

About Holiday Lights Festival

The idea of decorating Omaha with holiday lights had been discussed by downtown advocates for many years. The occasion of the millennium provided the impetus for the project. In 1999, a coalition of city officials, corporations and foundations chose to present a legacy gift of holiday lights to the City of Omaha as the Millennium Lights celebration. That first year, more than 60,000 people came downtown to witness the lighting ceremony. Because the lights were so well received by the public, the Downtown Omaha Inc. Foundation was established the following year to continue Millennium Lights as the Holiday Lights Festival. The Shine the Light on Hunger campaign, sponsored by Conagra Brands Foundation and in partnership with Food Bank for the Heartland, was added to the Holiday Lights Festival in 2007.