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**RING IN THE NEW YEAR WITH THE FIREWORKS SPECTACULAR**

*Each Shell Explodes on cue to a Unique Themed Medley of Music Celebrating the Good Times*

(OMAHA, Neb.) November 17, 2021 - The Holiday Lights Festival's New Year's Eve Fireworks Spectacular will fill the winter sky with colorful bursts of light on New Year's Eve, Friday, Dec. 31, starting at the family-friendly hour of 7 p.m. The fireworks will be launched near CHI Health Center and TD Ameritrade Park (close to 10<sup>th</sup> & Cass Street). Attendees can view the show in the warmth and safety of their vehicle or home. Free parking to view the display up-close will be available in MECA lots A, B, and C (near CHI Health Center) and Gallup lots (1001 Gallup Drive).

The New Year's Eve fireworks display is one of the largest in the region and is the last signature event of the annual 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 songs celebrating the good times we spend together.

Spectators are encouraged to tune in to STAR 104.5 The Christmas Station in the warmth and safety of their vehicles or home 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. MECA parking lots A, B and C and Gallup parking lots (1001 Gallup Drive) 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 The Christmas Station.

For more information, visit [holidaylightsfestival.org](http://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. 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.

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