

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 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**.