

RIVERFRONT MARKETING GROUP

Go 4th on the River 2024

FOR IMMEDIATE RELEASE
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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.

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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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